

Enita “Penny” Park

2464 Benson Lane
Eugene, OR 97408
Mizpark62@hotmail.com

Relocation Address:
6904 SE Knight Street
Portland, OR 97206
541-579-1613

Professional Experience

Eugene Symphony Association

Executive Assistant

2008 – Present

Responsible for managing and organizing Executive Director’s schedule, calendar of events, and organization’s master calendar. Act as board liaison, record and distribute minutes, responsible for formatting and managing various internal documents for board, executive and multiple committees. Make travel arrangement for Executive Director, staff, and various guests of the Symphony. Manage director’s files, generate VIP lists, mail merges, and assist with correspondence and administrative organization of department.

Program Book Advertising Sales Manager

2008 – Present

Responsible for managing and selling color and black/white advertising for the Symphony’s seasonal five program books. Proactive in establishing and maintaining long-term relationships with advertisers and ad agencies to increase retention. Manage spreadsheets, contracts, and responsible for generating up to \$58,000 annually in advertising sales revenue.

Subscription Sales

2007 – Present (seasonal)

Lead Caller selling full-season, half-season, and single tickets on seven subscription campaigns. Assist the Marketing Director/Manager with the hiring, training, managing and coaching of telemarketing crew. Manage spreadsheets, generate lead sheets, track sales & commissions and provide incentives for telemarketers.

Other Duties/Responsibilities

Assist the Development department with event planning and donor relations. Maintain donor database by entering pledges, deposits, and generating acknowledgement letters for donors, sponsors and foundations. Help department with establishing and maintaining positive rapport and communication with donors. Assist with the coordination and production of concert events, recitals, and receptions.

EMPLOYMENT BACKGROUND

Wise Weighs

2007 – 2013

Eugene, OR

Certified Nutrition & Weight Management Coach/Owner

Owned small business serving clients part-time with nutritional information and weight management skills.

The Healthy Weigh

2004 – 2006

Eugene, OR

Counselor, Sales Associate, Assistant Manager

Sold program packages, counseled clients, supervised staff, launched and coordinated off-site programs.

Broadway Market

2000 – 2001

Eugene, OR

Assistant Manager

Supervised staff, product buyer, marketed products, maintained margins & monthly inventory.

Wild Oats Fine Foods

1995 – 2000

Eugene, OR

Assistant Manager

Managed and maintained a profitable grocery department. Coordinated and supervised up to 12 employees.

EDUCATION

Bachelor of Arts, Sociology, University of Oregon, Eugene, OR, August 2003

Minor: Business Administration

GPA: 3.5

OTHER SKILLS

Experienced working with PC’s, Macs, Microsoft Office, Excel, Outlook