

Abigail Watanabe

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Skills

- Sales, Salesforce, Marketing360, Customer Service, Event Coordination, Client Relations, Project Management, and Contract Management.

Experience

Harmony Meadows Resort | Manson, WA | May 2025 - Present | *Events Lead and Director of Tennis*

- Coordinated and scheduled event activities, ensuring a smooth flow of operations.
- Collaborated on event planning, event purchases, and timeline development for a diverse range of events, including weddings, family gatherings, holiday celebrations, banquets, and tennis camps.
- Contributed to post-event procedures, including sending personalized invoices and follow-up letters to support client retention.
- Addressed and resolved issues that arose during events to ensure guest satisfaction and safety.

Tennis Outreach Programs | Kirkland, WA | August 2023 - May 2025 | *Coach and Program Lead*

- Drove customer acquisition and retention for youth tennis programs by building relationships with school and educational partners in the greater Puget Sound area.
- Managed customer transactions and correspondence using CRM software (Marketing360).

WhyNot PDX (Freelance) | Portland, OR | Nov 2023 - Present | *On-site Event Coordinator*

- Supervised event staff and managed on-site event setup, including decor, AV equipment, and event activations for a music collective.
- Assisted with event planning and logistics to ensure client needs were met.

Approach Tennis (Freelance) | Bellevue, WA | May 2022 - Present | *Event Coordinator*

- Secured venues for various events, including E-sports championships, exhibitor booths, and after-parties.
- Coordinated event design and scheduling among vendors, stakeholders, and volunteers to meet event objectives and client expectations.

HighSchool.GG | Bellevue, WA | Mar 2023 - Jul 2023 | *Front End Software Engineer Intern*

- Supported thought leaders in creating and maintaining user-friendly websites.
- Prospected, built rapport, and followed up with school districts, presenting the organization's services and curriculum to secure new partnerships.

Pacific Sports Inc. | Bellevue, WA | Jul 2020 - Aug 2022 | *Director of Operations, Facility Manager*

- Led sales and marketing communications, including newsletters, emails, and social media posts, for over 4,000 clients using Marketing360.
- Led onboarding and training for 30+ retail staff members, ensuring alignment with organizational sales and customer service goals.
- Maintained general office management and coordinated maintenance with property management and external vendors.
- Responded to bid documents and requests for proposals (RFPs) from potential vendors, including hotels, gyms, and wellness facilities.

Education

University of Washington, Seattle Campus | Bachelor of Arts in Political Science | Jun 2020

- Women's Tennis Varsity Athlete
- University of Washington Director of Athletics Honor Roll

Edmonds College | Event Planning - Certificate (In Progress) | Expected Dec 2025

- Honor Roll

Generation Junior Web Developer Program | Nov 2022

- Certificate: JavaScript, W3Schools.com