

Jessica E. Romberger

www.jessicaerindesigns.com

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Education

The Pennsylvania State University *University Park, PA 16802*

Graduation: May 2015

Bachelor of Science Degree in Recreation, Park & Tourism Management with an emphasis in Event Planning

Professional Event Planning Experience

XO Group, Inc.- Public Relations Intern *New York, New York*

Jan. 2015- Present

- Assist the Public Relations team in creating a recognizable name for our three brands- The Knot, The Nest and The Bump
- Report to the Director of Communications, Senior Public Relations Manager, and Public Relations Manager; Keep track of any media coverage any of our brands receive and document it, as well as the impression and placement numbers; Put together weekly reports of impression and placement numbers
- *The Bump Pump & Dump Validation Tour (Ongoing)*: Promoted the comedy show across the country by writing pitches to reporters, bloggers, TV and radio stations to cover the various shows and set up interviews
- *The Knot Dream Wedding*: Assist in the planning process and coordination of this live-streamed wedding taking place in June 2015; Kept track of partners, trade-outs and businesses we are working with
- *The Knot Toast to Love (February 12th, 2015)*: Kept track of the entire RSVP list of 500+ attendees for this event intending to break the record for the World's Largest Champagne Tasting; Assisted in set up, coordination of tech components, and was on site during the event

Jessica Erin Designs- Floral Designer & Blogger

Feb. 2014- Present

- Created the floral design for four weddings and one fraternity gala in 2014, working with my clients' budgets to turn their visions into reality; Worked with several wholesalers for ordering my materials; Created 20+ centerpieces at a time; Kept track of my own finances and marketing efforts
- Designed and created various décor aspects of weddings, including the favors, name cards, and guest book
- Currently creating blog posts to share my experiences, DIY projects, beauty interests, and more with followers; Website is also a portfolio for all of the design work I have done: www.jessicaerindesigns.com

Pennsylvania Pink Zone- Executive Director's Intern *University Park, PA*

May 2014- Dec 2014

- Worked to increase awareness and promote the Pennsylvania Pink Zone breast cancer foundation in the Penn State community
- Attended all meetings with Executive Director including fundraising meetings, Pink Zone Game planning meetings, event preparation meetings and sponsorship meetings; Organized data and created excel docs for easier and future reference of data
- *Little Black Dress Goes Pink (October 2014)*: Coordinated and implemented this fashion show intended to raise money for breast cancer research; Helped with securing sponsorships from businesses in Downtown State College for the fashion show; Helped with décor and set up for the event and on-site during the event

Penn State Career Services Center- Event Planning Intern *University Park, PA*

Jan. 2014- May 2014

- Worked alongside Lead Career Fairs Coordinator and Associate Director for Programming as general event planning assistant for Spring Career Days and other Career Services events; Assisted in employer communication and outreach as well as publicity for the different events
- *Resumania (March 2014)*: Lead planner in coordinating this event, held before Spring Career Days, for students to have their resumes reviewed by Human Resource Professionals

Penn State Advanced Floral Designers-Floral Designer *University Park, PA*

Sept. 2012- May 2014

- Created elaborate floral arrangements for the Nittany Lion Inn, Penn Stater Conference Center, and other hospitality and career services properties; Worked with hotel management to create theme designed arrangements for special events and conferences
- Assisted in teaching other aspiring florists the basics of floral design during a class on Thursday evenings

Flower Girl Florist- Floral Designer *Bensalem, Pennsylvania*

June 2013- Dec. 2013

- Worked as one of two florists; created 15+ arrangements for our showcase each week and created arrangements upon orders sent to our store; Made arrangements for a variety of events including wedding centerpieces, bridal bouquets, corsages and boutonnieres
- Assisted in social media marketing efforts of the store, as well as redecorating the store

- Planned, coordinated, and implemented an Open Mic Night at Webster's Café in Downtown State College to raise awareness and fundraise for the Nittany Mountain Biking Association (NMBA)
- Worked alongside the President of NMBA and seven other Penn State students to market the Open Mic Night, plan the logistics and risk management strategies, and solicit sponsors for our event

Susan G. Komen Philadelphia- Intern for Event Coordinator *Philadelphia, PA*

May 2013-Aug. 2013

- Assisted the Event Coordinator in coordinating Race for the Cure 2014, Pink Tie Ball, Volunteers Luncheon, as well as other fundraising and awareness events
- Assisted the Educational Director in the production of the Asian American Women's Health Awareness Day 2013
- Volunteered at Race for the Cure and worked as part of the Susan G. Komen Team at the Asian American Women's Health Day at the Sheraton Hotel in Philadelphia

Selected Activities in Professional Development

Programming in Recreation and Leisure Services - Peer Mentor *University Park, PA*

Jan. 2014- May 2014

- Guided and assisted a team of eight RPTM students through planning and implementing a community event for the non-profit Sounds
- Facilitated team meetings and kept students on track with the intensive course load
- Acted as a sounding board for any ideas, questions or concerns, as I had completed the class last semester
- Edited assignments before students turned them in to the professor, and graded their Weekly Team Reports- a recap of all class meetings that week and all material that was covered

Women's Leadership Initiative *The Pennsylvania State University*

Aug. 2013-April 2014

- Selected to be among 32 female leaders at Penn State to further my understanding of the key dimensions of leadership, expand network with alumnae leaders, and work on enhancing knowledge of my own leadership capacity through a yearlong program

Basic Floral Design Class- Teacher's Assistant *The Pennsylvania State University*

Aug. 2013-May 2014

- Attended the Basic Floral Design class every week and assisted the instructor in teaching the basics of floral arranging, including doing demonstrations, administering quizzes, and responding to emails
- Assisted instructor in selection of flowers to be ordered every week for the class as well as the advanced arrangements done for the hotels and other properties on campus; Sorted and organized flowers upon delivery
- Taught a class lecture and lead the demonstration when the professor was unable to make it to class

Certifications

Certified Wedding Planner
The Bridal Society
October 2014- Present

