

# João Kasprzak

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Bilingual (Portuguese, English) professional with 8+ years of sales, customer service, and hospitality, vast experience coordinating marketing and external communication initiatives to drive sales.

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## EDUCATION

- **Bachelor of Science Hospitality & Tourism Management** 2014-2017  
*Western Carolina University, Cullowhee, NC, USA*
  - **Bachelor of Science in Business Administration and Marketing** 2014-2017  
*Western Carolina University, Cullowhee, NC, USA*
  - **Certification in Industry Analytics Hotel** 2017  
*American Hotel & Lodging Institute*
  - **Hospitality Management Studies** 2022  
*Alison Empower Yourself*
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## LANGUAGES

- Brazilian Portuguese (Fluent)
- English (Fluent)
- Spanish (Intermediate)

## WORK EXPERIENCE

**Sales Specialist Manager (Remote) – Placement International, Barcelona, Spain** 2021 -Present

- Managed and executed the transition of our mission and business model from Europe to Brazil.
- Applied marketing campaigns using HubSpot, to reach out to potential clients on LinkedIn, WhatsApp and Instagram.
- Contacted and finalized partnerships between universities in South America and Placement International.
- Wrote contracts both in English and Portuguese, to solidify agreements between parties.
- Promoted and sold the services of Placement International through cold calls and marketing campaigns.

**Assistant Event Coordinator (H2B)– Julep Farms, Dillard, GA, USA** 2019 - 2021

- Planned and managed upscale events, weddings, and fine dining experiences, ensuring each guest's needs were met and expectations were exceeded by delivering personalized, quality service.
- Continuously monitored the front of the house to ensure it was operating smoothly and efficiently.

**F&B and Event Staff (H2B) – The Chattooga Club – Cashiers, NC, USA** 2018 – 2019

- Assisted senior event coordinators with all phases of planning, organization, and execution of a variety of events, ensuring exceptional experiences are delivered to clients, visitors, and other external stakeholders.
- Provides excellent customer service, working closely with restaurant staff to ensure that food and beverage orders are served fast and efficiently.
- Maintained extensive knowledge of restaurant services, beverage lists, food menu, and special desserts.

**F&B and Events Staff (Internship) - Planet Hollywood Casino, Las Vegas, NV, USA** 2016 – 2018

- Assisted during the planning of highly successful holiday events to promote products and drive sales.
- Provided first-class customer service, attending to guests' inquiries and special requests and resolving issues in a courteous, prompt, and professional manner.