

# Jodie Y. Yagi

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## Experience

**Freelance Marketing Coordinator, San Francisco, CA and New York, NY**

**May 2019 – Present**

- Compiled and edited reports, articles, and proposals
- Database management
- In-person and online event planning
- Implemented email campaigns
- Administrative support as needed

**Marketing Coordinator, BKF Engineers, San Francisco, CA**

**March 2018 – May 2019**

- Social media coordination: Sourced, edited, and posted content to Instagram, Twitter, Facebook, and LinkedIn
- Proposal management from inception to completion: Tracked leads, attended strategy and debriefing meetings, compiled and edited materials using InDesign, created and updated employee resumes, print and bound the final product
- Project sheets and collateral creation and editing
- Project and client database management using Deltek Vision
- Competitor tracking
- Sourced project photos and renderings for our library
- Volunteered at company sponsored events and assisted with the organization of the volunteer staff, logistics, attendee lists, registration, and logistics
- Attended industry networking events hosted by organizations such as the American Institute of Architects (AIA) and Society for Marketing Professional Services (SMPS)

**Marketing Coordinator/Administrative Assistant, Langan, San Francisco, CA**

**October 2015 – March 2018**

- Proposal generation: Collaborated closely with team members on all levels and clients to produce materials for proposal requirements, took photos of project sites to be used in project sheets, oversaw in-house printing, and delivery
- Maintained the Bay Area client and contacts database in Deltek Vision
- Created and updated collateral, project sheets and client web tours on the Langan website
- Event planning: Scouted and booked venues for client happy hours and dinners, organized the AIA Roadshow Lunch & Learn sessions and co-organized the annual Bay Area Client Party with venue contract negotiations, logistics, invitations, RSVP list, set-up, registration using EventHero and client follow-up
- Conducted business development research including emerging market trends, current propositions and competitors
- Tracked conferences, events, and professional organization memberships
- Scouted multiple sources for upcoming RFPs on a regular basis
- Supported the Site/Civil Engineering team with any administrative needs

**Showroom & Marketing Coordinator, Per Larsson, Stockholm, Sweden****September 2010 – August 2015**

- Coordinated all aspects of the operations and maintenance of the showroom that showcased up-and-coming and independent designers. Ensured that the appearance of the studio was presentable and the atmosphere was brand appropriate
- Managed the studio's calendar and assisted with planning and preparation of in-studio client meetings. Created the schedule for all market and event dates including setup, fixture delivery, installation, and breakdown. Scouted food and beverage sponsors
- Organized off-site meetings: Logistics, agenda creation, presentation distribution, equipment set-up, catering, scheduling, and transportation organization
- Greeted and welcomed all visitors that included the press, prospective buyers, stylists, and designers
- Kept track of stock inventory and sales. Filed all necessary paperwork with the Account Executives and assured orders were received on time
- Pitched and collaborated on event ideas with the Marketing and PR teams
- Modified and updated marketing and public relations PowerPoint presentations, reports, handbooks, manuals, and other documents
- Frequently assisted and collaborated with other departments on special projects

**Freelance English & Business English Tutor, Stockholm, Sweden****January 2010 – October 2010**

- Tutored business associates and graduate students from Stockholm University. Created lesson plans and tests as needed. Advised on thesis editing and business agendas

**Executive Assistant, Discovery Communications, New York, NY  
2009****November 2006 – December**

- Provided executive support to the Senior Vice President and the Vice President of Advertising Sales for Animal Planet, Planet Green, and Discovery Fit & Health. Further administrative support was also provided for our team that consisted of Account Executives and Sales Planners
- Updated weekly financial, ratings, status and scheduling reports that were referenced by all in-house top executives and regional offices in Los Angeles, Chicago, Atlanta, Detroit and Discovery's headquarters in Silver Spring, MD
- Extensive events planning: Scouted, reserved and organized large meeting space venues and restaurants for events such as dinners launching the new Animal Planet season programming schedule. Coordinated the logistics for conferences including scheduling, reserving meeting spaces, catering, setting up all video and audio needs and the preparation and distribution of agendas, materials and handouts
- Collaborated with other departments on various projects such as event planning with the marketing department with collateral ordering, distribution to clients and storage and assembling guest lists and checking in clients for Discovery's annual Upfront Presentation at Lincoln Center
- First point of contact for all clients, internal and external contacts and service providers
- Constructed, researched and maintained competitor network comparison charts and schedules
- Proven ability to handle confidential reports, contracts and sensitive matters with complete discretion and tact
- Handled all aspects of new employee's on-boarding: office or cubicle location, computer set-up, ordered and set up mobile devices, business cards, supplies, etc.
- Submitted all expense reports with proper account codes while keeping track of our team's budget
- Administrator for internal FTP site: Created new accounts, posted and updated sales presentations, videos and images
- Coordinated domestic and international travel including train and car services, lodging and any last minute changes
- Organized team building events

## **Education**

### **University of Washington, Seattle, WA**

B.A. Political Science and Art History

## **Skills**

Proficient in Windows and Mac platforms, Adobe InDesign, Acrobat, MS Office Suite, GoogleDocs, Asana, Slack, Zoom, Deltek Vision, Kronos, EventHero, ScheduAll, Instagram, Pinterest, Extranet, FTP, scanning and digital photography. Also experienced in the areas of online research, events planning and execution, project management, travel planning, social media, inventory control, accounts payable/receivable, and technical troubleshooting