March 23, 2013

Daniel Greer  
Area Director for Greek Circle, Racquet Club, and University Commons  
Center for Residence Life  
Rochester Institute of Technology

Dear Dan,

Thank you for the opportunity to apply for a graduate assistantship at RIT for the 2013-2014 academic year. I am excited about the possibilities, and I look forward to having an opportunity to discuss the available positions more in depth with the respective departmental contacts.

I am interested in several of the positions listed on the RIT website and I believe I am equally qualified for any of them. My extensive background in event management, as well as my chosen field of study – Hospitality and Tourism Management, would probably make me most qualified for the events department positions in registration and contracts, or the New Student Orientation position, all of which sound very appealing. I have handled registration for many events and have a real eye for data management so I think I would do well in that position. Additionally, while I have worked with all types of contracts in my past experience, I would enjoy learning more about contract management, negotiation and execution, which are what interests about the contracts position.

I’m also interested in the RIT Leadership Institute position not only for its event management component and the opportunity to play in integral role in the Annual Connectology Leadership Conference but also for its additional communication, development and reporting responsibilities. Additionally the Club Administration and Operational & Staff Services positions offer a different set of challenges and opportunities that I believe would be a good fit for my particular skill set and allow for growth and learning.

As an adult student returning to academia, I bring a wealth of knowledge and experience to the table and believe I would excel in any one of these positions. At this stage in my life, I have a much greater understanding of what it takes to be successful and an exceptional work ethic borne of the desire to achieve that success. I can be available for local interviews in Rochester if necessary during interview week, April 8-12. I look forward to speaking with you soon.

Regards,

Colleen Jasinski

### Colleen A. Jasinski 21-17 24th Drive, Astoria, New York 11102 Cell: (914) 656-1597 colleenjasinski@gmail.com

***Objective*** Seeking a graduate assistantship opportunity that will integrate my outgoing and customer-service focused personality, exceptional communication and computer skills, and superior organizational abilities.

## Employment Experience

#### CheilUSA/McKinney, New York, NY October 2012 – Present

*Operations Project Manager – Contract Position*

#### Samsung - CES 2013, Las Vegas, NV

#### Planned and managed all operations details for Samsung at CES 2013, including:

#### Hotel room blocks at four different hotels, totaling over 3,500 room nights; Online registration – website set-up and daily management; VIP Transportation; Food & Beverage for all Samsung meeting rooms at Las Vegas Convention Center; In conjunction with Criket Strong, management/oversight of all meetings and activities at the Las Vegas Country Club; Contracted onsite TDs and general staff; Hiring and placement of promotional models and presenters; Management and distribution of over 3500 exhibitor badges; Coordination and distribution of all Samsung booth staff uniforms

#### Samsung - Latin Forum 2013, Bogota, Colombia

#### Managed all operations details for Samsung Latin Forum, including:

#### Onsite management at meeting venue - El Cubo Colsubsidio; Transportation - All ground transfers from 10 different hotels to event venues, hospitality tour, and including airport arrivals & departures; Managed meeting room requirements; Managed Food & Beverage onsite at event venue, El Cubo Colsubsidio; Contracted onsite TDs; Coordinated hiring and placement of event hostesses and general staff; Ordering and distribution of all Samsung booth staff uniforms

#### Samsung - Galaxy S4 Launch, Radio City Music Hall

#### Hotel room block management, from search thru contract, 2 hotels, 250+ room nights; Meeting room management - VIP speech coach sessions; Assisted with management of onsite registration and crowd control during event

#### Independent Travel Director/Freelance Events Professional February 2007 – Present

* Experience in planning and management of all types of for- and non-profit events ranging from major sporting and political events, corporate user conferences, expos, meetings and incentive events; as well as producer of non-profit theatre festivals and events
* Facilitate and manage the planning and onsite execution of corporate meetings and event logistics as per client’s specifications, including registration, A/V, food & beverage, transportation, etc.
* Collaborate with hotel and other onsite vendors to ensure client’s and attendees’ needs are met and exceeded
* Negotiate any potential onsite cost-savings to ensure client remains within budget while providing the highest-level customer service experience for attendees
* Specialties include: rooms billing and registration data management (trained in StarCite and other online registration systems), event desk lead, transportation, food & beverage
* Partial list: NFL Super Bowl, MLB All-Star Game, 2008 Democratic National Convention, HP, Toyota, Merck, Novartis, BMS

#### Skirball Center for the Performing Arts, New York University, New York, NY June 2007 – Present

*Front of House Staff*

#### Part-time FOH staff for events and meetings scheduled at the Center

* Duties include lobby supervision/management, ticket-taking/scanning, concessions, and overall customer service

#### MidOcean Partners, New York, NY March 2004 – February 2007

*Executive Assistant/Event Coordinator/Office Manager*

#### Supported CEO, COO and Senior Managing Director of small, busy private equity firm

* Managed daily details including calendars/scheduling, travel arrangements, emails, phone calls, monthly expenses and filing
* Managed logistical details of all internal and external company events, including Annual Investor Conference with a budget of $350,000
* Facilitated RFP process for various event vendors, hotels, etc
* Managed all meeting logistics including BEOs, a/v, travel arrangements, meeting materials, etc.
* Key onsite contact to meeting planner, hotel and other vendors
* Liaison with high level executives and management affiliates
* Liaison to building management for all operational needs
* Managed internal operations to ensure a smooth running office environment

#### Enterprise Events Group, San Rafael, CA November 2000 – May 2003

#### *Operations/Registration Project Manager, December 2002 – May 2003 (Contract)*

* Managed logistics and registration details for sponsorship portion of the 2003 McKesson National Sales Conference, including hotel arrangements, special event coordination, trade show participation and onsite operations.
* Additional responsibilities as detailed in Operations and Registration Project Manager job descriptions noted below.

#### *Registration Project Manager, July 2002 – October 2002*

* First line of communication to registered participants regarding program details, travel arrangements, FAQs, etc.

#### Created and managed multiple program databases in Filemaker Pro

* Worked closely with the web development team in designing online registration forms and program websites.
* Managed hotel room blocks based on registration data; handled final rooms billing, special requests, etc.
* Liaison with senior-level client contacts to provide periodic status reports, lists, etc. throughout duration of the program

### Colleen A. Jasinski Page 2

#### Enterprise Events Group, San Rafael, CA (con’t)

#### *Operations Project Manager, November 2000 – July 2002*

* Responsible for planning and execution of meetings and events, including domestic and international business meetings, user conferences, and incentive trips with number of attendees ranging from 600 to 1,500; often coordinating several projects simultaneously

#### Supervised in-house team efforts and managed onsite staff to ensure all program elements were completed on time and within budget.

#### Served as key client contact and liaison to all program hotels and vendors, including a/v, catering, transportation, etc.

* Managed program budgets ranging from $60,000 to $1,000,000+

#### Worked closely with VIPs and senior-level executives in coordinating individual needs, including travel and hotel accommodations, onsite meeting rooms scheduling, etc.

#### Managed BEOs; created and managed rooming lists, arrival/departure manifests, airport transfers

#### Researched hotels, event venues, restaurants, etc. as potential program sites

#### Maintained multiple calendars detailing key dates and deadlines as necessary for each program

#### Responsible for proof-reading and editing of all documentation produced by the team

#### Responsible for review and reconciliation of all final hotel and vendor invoices

## Education

University of Illinois at Urbana-Champaign: Master of Fine Arts, 1996

State University of New York at New Paltz: Bachelor of Arts, cum laude, 1990

## Special Skills and Experience

Working knowledge of eTouches and StarCite online registration systems; Proficient in Microsoft Office for Windows – Word, Excel, Powerpoint, Outlook; Typing (70+ wpm); familiar with FileMaker Pro; PC and Mac proficient; Valid US Passport

***References*** Available upon request