

A project and event manager with 20 years of experience in non-profit and corporate environments. Deep experience with execution of events and managing volunteers. Fully transparent budget management and data reporting. Strong ability to create innovative and targeted programming through project management. I take pride in my ability to approach a new idea or an existing project and, while maintaining the integrity of the foundation and/or mission, enhance the processes and available resources to maximize success.

### **Strategic**

- ★ Sponsorship Management
- ★ Project Management
- ★ Budget Management

### **Creative**

- ★ Innovative & Logistical Thinker
- ★ Process Optimization
- ★ Departmental Collaboration

### **Organized**

- ★ Database Management
- ★ Marketing & Communications
- ★ Event & Editorial Calendaring

## **Employment Experience**

***American Snowsports Education Association (PSIA-AASI), Lakewood, CO***

*8/2019 - 8/2021*

***Member Services Representative***

### **General job function:**

First point of contact within PSIA-AASI for members reaching out to the association via phone, email or walk-in. I assisted members with questions regarding PSIA-AASI membership, event registration, catalog orders, etc. The primary responsibility for this position is to be positive, resourceful and to assist the membership.

***National Association of RV Parks & Campground, Centennial, CO***

*8/2017 - 11/2018*

***Senior Membership Manager***

### **General job function:**

Work with marketing in the promotion of membership growth and retention for both direct and partnering state membership. Manage and maintain accurate membership database. Procure highly accurate non-member list/database. Report accurately and regularly on critical membership statistics, including monthly dashboard. Support marketing with overall efforts for OHCE Trade Show, including booth sales and vendor management. Work with State Relations Department on membership dues and activity billing and collection. Manage the music licensing program. Act as staff liaison to the Membership Committee, interpreting all bylaws and policies affecting membership activity. Manage all MBP and Supplier Council activity.

***Meeting Expectations, Broomfield, CO***

*3/2015 - 2/2017*

***Association Senior Manager (Client: Mile High SHRM)***

### **General job function:**

Manage the day-to-day operations of a large local professional chapter (Mile High Society for Human Resources Management - Mile High SHRM), largest regional client of a national corporate meeting planning company including membership, conference planning, budget management, product and program sales, marketing, and the development and execution of complex business plans. Execute directives from the Board of Directors through budget management, event planning, committee management, and extensive customer service.

### **Major accomplishments:**

- Collaborated with many volunteers to host and execute over 50 educational and networking events, including two conferences annually, growing educational programming by 47% in two years
- Assisted in the redesign of the Sponsorship Program, managing inventory and timely execution of all deliverables, increasing our partnerships from 6 to nearly 20 in just one year
- Created and maintained the editorial and events calendar for proper communication via email marketing and social media. Email marketing doubled in two years
- Created event registration and reconciliation processes to achieve and maintain proper credentialing standards

***Vail Resorts - Retail, Denver, CO***

*4/2014 -2/2015*

***Executive Assistant***

**General job function:**

Serve as the executive assistant to the VP & General Merchandise Manager as well as the VP of Finance. Schedule and prepare travel and social arrangements and handle all related aspects for both groups and individuals. Compile weekly reports from Retail Ideas for weekly sales analysis. Manage and execute the annual Buyer's Retreat. Assist Accounts Payable department with necessary tasks. Create, execute and follow-up on all EES goals for both the finance and the merchandise departments. Provide extensive calendar management requiring written and verbal interaction with both internal and external executives, assistants and vendors.

***Denver Public Schools Foundation, Denver, CO***

*12/2012- 4/2014*

***Executive Assistant***

**General job function:**

Serve as the executive assistant to the President/CEO with additional administrative support to the VP of Finances & Operations and the VP of Marketing & Communications. Provide extensive calendar management requiring written and verbal interaction. Within Raiser's Edge, actively monitor the action steps required for the President/CEO to help successfully manage the portfolio of donors and prospects. Coordinate all board meetings, annual board retreat, board orientations, Executive Committee meetings and other committee meetings as requested; inclusive of agendas, logistics, scheduling, acquisition and distribution of all materials from staff members, drafting and distribution of minutes and proactively managing the overall process needed for the successful outcome of each. Prepare monthly expense reports. Serve as back-up to Gift Management and Donor Relations Assistant.

***Colorado Ski Country USA, Denver, CO***

*11/2002 - 12/2012*

***Pass Programs Manager***

**General job junction:**

Manage the 5th & 6th Grade Passport Programs offering free or highly discounted skiing or snowboarding to upwards of 22,000 Colorado students each season. Manage all marketing, design, and production of multiple pass programs. Create and execute strategic, ongoing research of the pass programs. Train and manage seasonal staff. Plan and execute the Annual Snowmakers and Slope Maintenance Conference and Trade Show. Manage staffing for all company events and trade shows.

**Major accomplishments:**

- Enhanced the efficiency of the Passport Programs resulting in a continued YOY growth rate, exceeding revenue goals of \$450,000, a 12% increase over the previous year
- Created and facilitated the First Class Program, the first of its kind in the country
- Audited the budget for the Passport Program, saving 40% YOY in my first year
- Managed all industry awards for the Snow Conference and the CSCUSA Annual meeting
- Created and maintained the 'Street Team' Program: Recruiting 18-22 volunteers per season to be on our 'Street Team' and staff of volunteers for promotional events throughout the ski season
- Created all Partnership Proposals and End-of-Season reports

## Education

**Metropolitan State College of Denver**, Denver, CO

Bachelor's Degree: Hospitality, Meeting and Travel Administration with emphasis in Event Planning

**Johnson and Wales University**, Providence, RI

Associate's Degree: Recreation and Leisure Management

## Volunteer

**DCIS Outdoor Club**, Founder and parent volunteer

**Winter Park Ski Train**, Train host

**BoldLeaders**

**Steele Cooperative Preschool**, Fundraising Event Manager

**Grand Mesa Arts & Events Center**, Event volunteer and committee member

**ASEDD**, Board Member and committee member

## Proficiencies

### Database Management

- AMS: WebLink, MemberClicks, YourMembership, Wild Apricot

### Microsoft Office

- Word, Excel, PowerPoint, Outlook