

QUALIFICATIONS

- Ability to successfully lead a team as well as take direction in order to complete projects ahead of time
- Result-driven and proactive work ethic with the ability to adapt to multiple needs of a challenge
- Extensive experience interacting with persons and professionals in various environments

SOFTWARE

- Adobe Creative Suite: Photoshop, InDesign, Flash, Illustrator, Dreamweaver, After Effects
- Microsoft Office Applications
- Versed in both PC and Mac computer operation

EDUCATION

The Art Institute of California – San Francisco ■ San Francisco, CA
Bachelor of Science: Advertising 9/2009 - Graduated with Honors
3-time Dean's List member and commencement student speaker

President – AdLab

- Led weekly meetings, representation, and participation within the school campus
- Worked as the Account Executive on the Safe Passageway project for the Boys & Girls Club Tenderloin Unit
- Managed real-world client accounts including Green Bee Electric Vehicles and The Boys & Girls Club and created effective signage, banners, posters, flyers, and other various marketing materials

Editor-In-Chief – BEAT Magazine

- Managed a staff of 5 design and art students with 8 contributing writers, combined with editing and administrative responsibilities for efficient and successful production
- Redesigned the layout and logo for the re-launch of the quarterly student magazine
- Assisted in the launch of the corresponding website and social Twitter accounts

EMPLOYMENT HISTORY

Kimpton Hotels & Restaurants – Hotel Palomar ■ San Francisco, CA

12/06 – Present

Front Desk Manager & Special Projects

- Supervise staff of 15 and delegate duties to run an efficient and productive department over various shifts throughout the day
- Provide comprehensive training to staff members on all aspects of front office operation, software use, and customer service goals and expectations
- Responsible for ordering, supply, and design of Hotel Palomar and Kimpton brand collateral and office supplies
- Ensure that all guest inquiries and concerns are dealt with sincerity and professionalism in a timely manner
- Collaborate directly with the General Manager to lead social media initiative while organizing various marketing goals for implementation

Andrew Freeman & Co. – Hospitality Marketing ■ San Francisco, CA

1/09 – 5/09

Marketing & Communications Intern

- Responsible for collateral design, marketing assessment, and constant client involvement to reach established goals
- Day-to-day design for client needs, general office support, and project development
- Created a variety of marketing collateral for various restaurant and hospitality clients including: invitations, print and web ads, menu design, logo redesign, check insert branding cards, and business cards

Interstate Hotels – Hilton Concord ■ Concord, CA

8/03 – 1/07

Front Office Supervisor

- Coordinated conventions, large groups, seminars, and entertainers across departments within the hotel
- Started as a Guest Services Agent and quickly worked my way up to Supervisor
- Used problem solving and decisive decision making in regards to the operations within the front office and to provide optimum guest satisfaction
- Researched, created, and implemented standard operating procedures relative to front office operations

RECOGNITION

- Community Appreciation Award Recipient from the Boys & Girls Club Tenderloin Unit
 - Champion of the Month Award Winner at the Hilton Concord
 - Nikon campaign featured in May 2009 'Best Of' section on *NewCreatives.com*
 - Student Addy Award Winner – won awards for 3 of 3 submissions
 - Developed the 'Tastefully Creative' advertising campaign that was used to promote The Art Institute of California – San Francisco through large-scale window applications, which flank the exterior of the campus building located on the highly trafficked Market Street
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