



PROFESSIONAL RESUME

PROFESSIONAL EXPERIENCE

INDEPENDENT CONSULTANT

amiwoods.com

Good Hart, Michigan (08/06-present)

Manage the day to day responsibilities of amiwoods.com, an independent marketing company servicing businesses throughout northern Michigan.

ASSOCIATE DIRECTOR OF SALES

Stafford's Hospitality, Inc.

Petoskey, Michigan (01/05-08/06)

Directly responsible for sales in the corporate and association markets, created standardized selling procedures for the use at all properties, developed and maintained the company website, provided marketing support, generated internal and external marketing pieces, attended national trade shows as well as local public relations events, represented the Stafford's organization through local volunteer efforts.

GENERAL MANAGER

VenuWorks (Mackinaw Center Stage Theatre)

Mackinaw City, Michigan (02/04-11/04)

Responsible for the day to day operation of an 832 seat live, professional theatre hosting approximately 300 performances annually; oversaw all marketing efforts; maintained a \$1.7 million operational budget; negotiated artist contracts; managed all department heads and subsequent support staff (Business Office, Human Resources, Sales & Marketing, Box Office, Guest Relations, Backstage, and Housekeeping); created complete guest service program including staff training; established all community relations efforts; developed web content and all venue collateral materials.

PRIVATE EVENTS MANAGER

Chicago Historical Society

Chicago, Illinois (04/02-02/04)

Marketed and secured all private museum events; met determined financial goals; aggressively sought new methods of revenue; managed event operations; coordinated vendors working within the venue including all catering staffs; managed departmental budget; processed client revenue and vendor royalties; prepared forecast of monthly goals; managed daily office operations; oversaw department advertising; assisted in the production of print materials; coordinated "Smooth Jazz Thursdays" summer concert series in conjunction with WNUA 95.5 FM; acted as web developer and content manager; negotiated hotel referral agreement.

CONCIERGE

The Whitehall Hotel

Chicago, Illinois (09/11/01-02/02)

Assisted hotel guests with prompt, sincerely courteous, and efficient service at all times; provided extensive knowledge of Chicago and all surrounding points of interest; acted as liaison between convention groups and local attractions; acted as front desk associate during non-peak hours.

PROFESSIONAL EXPERIENCE (CONTINUED)

MANAGER OF GUEST RELATIONS AND SUITE OPERATIONS

United Center

Chicago, Illinois (12/95-07/01)

Hired, trained, and managed a Guest Relations staff of twenty-two, Suite Operations staff of fifty-three, and Switchboard staff of eight; created and lead "Disney Approach" interactive training classes for approximately 1,500 team members each season; established and managed group tour program; created on-hold and event audio voice-overs including a promotional commercial for SportsChannel; designed building collateral pieces and newsletters including an Upcoming Event Brochure, Team Member Handbook, A to Z Guide, Guide for Guests with Disabilities, Recycling Program Guide, and Map Brochure; instilled new building policies regarding entrance of children, readmittance, guest complaints, and claims; created "Front Line Management Experience" program; responded to and reconciled all guest complaints for the entire building; oversaw guest feedback programs; created staff incentive programs; acted as Manager on Duty during events; investigated and prepared responses for the legal department in regards to guest claims; worked closely with the City of Chicago Mayor's Office for People with Disabilities on ADA compliance; responsible for assuring that all team members set the standard of excellence in guest service throughout the arena (Maximum capacity 25,000; Average attendance 20,000+, 1996-98 NBA Championships, Annual NCAA Basketball Tournaments, 1996 Democratic National Convention).

SECTOR COORDINATOR

1996 Centennial Olympic Games

Lake Lanier, Georgia (07/96-08/96)

With a team of twelve, developed a complete crowd control/guest services/venue policy program which was followed by the entire competition and venue staffs; wrote emergency evacuation plan in conjunction with the Hall County fire marshal; performed various crowd control functions on the first-ever grandstand built over water seating 13,000 guests; acted as venue security during non-event hours when volunteer participation was low; supervised Olympic volunteer staff; assisted in the actual construction and de-construction of the venue in the pre-event and post-event modes.

PUBLIC RELATIONS INTERN

Philadelphia Flyers/Wachovia Center Complex

Philadelphia, Pennsylvania (08/94-12/94)

Prepared press releases for arena events; compiled game statistics from the American Hockey League and prepared weekly reports for their AHL affiliate, the Hershey Bears; wrote monthly newsletter which was dispersed throughout the arena and Spectacor (Comcast-Spectacor), the parent corporation; assisted in the coordination of several VIP functions including a meet & greet function with professional figure skaters and underprivileged children; played a major role in the daily operation of the Public Relations Department due to the 1994 NHL lock-out.

BROKER'S ASSISTANT

Graham Real Estate

Good Hart, Michigan

06/88-10/95

Assisted broker with client correspondence; generated mailings to perspective clients; created company brochures and marketing pieces; assisted in rental property program.

EDUCATION

HOPE COLLEGE

Holland, Michigan

Conferred, May 1995 (09/91-05/95)

B.A. Composite Major in Business Administration, Communications, and Marketing

Minors in Political Science and History