

## OWNER

### Summary

Dynamic event planner and communications professional looking for the anti-desk job. My main passions in life are travel, food, and creating events and experiences, specifically around food. I have lived all over the US and in multiple countries. I have worked in multiple restaurants, although it is not reflected on my resume. I would be happy to send a list of the places I've worked. I spent six years working with chefs and authors in cookbook publishing world in NYC (Cooking with Italian Grandmothers (IACP and IPPY winner), Afield (James Beard Nominated), Off the Menu, Primal Cuts, Made in America). I also worked for JustFood.org under Jessica Gaffney (Former Director of Marketing on multiple events). I planned The Butcher's Guild conference in Napa. I created a workshop in Chicago called Sustainable:: Cities at a cooking school, as part of the Off the Menu book tour. I have been responsible for garnering press and sponsorship/partnerships for cookbooks and events.

### Highlights

Worked on multiple events related to cookbooks and food, with JustFood.org, Ark Endeavors and Thrillist/Jack Threads.

### Accomplishments

- Garnered extensive press for authors, experts, and products, over the course of six years in the publishing and PR spaces
- Created hundreds of events around the country, including a small but successful future of food conference in Chicago, over 50 restaurant events at Italian restaurants across the country, over 50 restaurant events at restaurants who participated in our cookbooks, the butcher's guild conference in Napa, worked with the marketing director at JustFood.org to create a great experience at GoogaMooga, and worked with Thrillist to create The Culinary Road Trip (brought in chefs from all over the country to offer LA a food experience they couldn't get in their backyard).

### Experience

Company Name April 2015 to Current Owner

City , State

- Currently working with a Boulder-based publisher, a fitness expert (social media only), and a chef with a non-profit.
- organization.
- Social media strategy, email marketing using MailChimp, press outreach using Cision and research.
- Example Press Placements: Daily Mail, Inside Edition (pending), Narratively, New York Daily News...

Company Name September 2014 to May 2015 Publicist and Account Manager

City , State

- Identified client needs through market research and analysis.
- Researched, negotiated, implemented and tracked public relations activities.
- Evaluated and managed new strategic business opportunities.
- Expanded product and company recognition in the national press to support the sales and marketing efforts.
- Crafted pitches and pitched to media lists.
- Created a social media strategy, including contests and giveaways, with various clients.
- Example Press Placements; The Boston Globe, Time Magazine, The Daily Mail, New York Daily News, NPR Marketplace, Forbes.
- com, Today.com, Women's Health, Success Magazine.

Company Name March 2014 to September 2015 Event Logistics Manager & Communications Coordinator

City , State

Logistics manager for all events with Thrillist Media Group including: Best Day of Your Life, Thrillist Culinary RoadTrip, Mixxtails Man Cave (in cooperation with Bud Light).

Brought on for the busy season.

Company Name March 2014 to September 2014 Communications and Events Coordinator

City , State

- Worked hand-in-hand with the founders to create and produce an annual conference.
- Successfully identified and landed sponsorships.
- Reached out to all three hundred members to ensure their attendance and contributions to conference.
- Managed budget.
- Managed communications in cooperation with co-founders.

Company Name March 2013 to March 2014 Communications Manager, Project Manager and Product Manager

City , State

- Defined project and company vision, strategies and tactics.

• Defined project and company vision, strategies and mission.

- Coached client representatives on effective communication with the public and employees.
- Established long-range objectives and developed innovative strategies to help achieve them.
- Acted as communications liaison between the CEO, upper-level management, the founder and software development team, which included UX and UI managers.
- Estimated project costs and monitored budgets.
- Developed corporate communications strategies and programs, including project timelines.
- Wrote reports daily Organized and led meetings.

Company Name June 2009 to March 2013 Publicist and Author/Book Tour Coordinator

City , State

- Researched, negotiated, implemented and tracked sales, marketing and public relations activities using Google analytics, FB insights, and other resources.
- Evaluated and managed new strategic business opportunities.
- Expanded product and company recognition in the national press to support the sales and marketing efforts at Random House.
- Conferred with production, graphic design and web-design teams to coordinate production of communications materials.
- Worked directly with Publisher and Associate Publisher and Senior Editor.
- Example Press Placements: NPR's The Splendid Table, Jamie Magazine, The New York Times, Wall Street Journal, Washington Post...

Company Name June 2008 to April 2010 Social Media Manager

City , State

- Handled all social media responsibilities.
- Worked directly with Deborah Madison.

Education

St. John's College 2009 BACHELOR OF ARTS City , State The Great Books of Western Civilization: [www.sjcsf.edu](http://www.sjcsf.edu)

Affiliations

New York Women's Culinary Alliance: [www.nywca.org/](http://www.nywca.org/)

Skills

Event management, email marketing, project management, community management, communications, social media.