

## QUALIFICATIONS

- Over 20 years' experience in the creation and management of projects and programs that stimulated the local economy - ranging from bidding on youth league sports tournaments to hosting major festivals
- Team player with exceptional ability to establish and maintain effective working relationships with supervisors, colleagues, staff, volunteers and constituents
- Superb interpersonal and communications skills
- Excel in handling various projects concurrently with attention to detail, problem solving and follow-through
- Proficient in computer programs that relate to office administration, digital marketing, website management and design (e.g., Word, Excel, Outlook, PowerPoint, Keynote, iMovie, Photoshop, Mailchimp, Eventbrite, WordPress, Squarespace)

## PROFESSIONAL EXPERIENCE

### Outreach Coordinator

**August 2019 to Present**

*Visit Gainesville, Alachua County - Gainesville, FL*

Promote Alachua County as a tourist destination through marketing campaigns, outreach and relationship building. Create campaigns and follow-through to generate leads for group travel, conferences and events. Assist in implementation and maintenance of related computer programs, sites, webpages and social media. Provide communication, resources and marketing opportunities to area hotels and attractions. Participate in tourism related tradeshows to recruit group travel.

### Event Coordinator

**November 2018 to August 2019**

*University of Florida - Gainesville, FL*

Coordinated events, meetings and conferences for the UF College of Liberal Arts & Sciences. Negotiated and administered contracts with vendors, venues and caterers. Built and maintained relationships with UF colleagues and leaders. Worked closely with the marketing and communication team to create publications and outreach materials.

### Depot Park Assistant/Interim Manager

**September 2016 to November 2018**

*City of Gainesville - Gainesville, FL*

Provided and assisted in the daily operations and management for Depot Park - Gainesville's 32-acre, fully-staffed, active urban park. Collaborated with community partners, vendors and volunteers to create, plan and promote programs and activities that generated and enhanced tourism. Developed creative messaging for successful social media sites and depotpark.org. Oversaw office administration (e.g., contracts, processing of payments, allocation of visas, tracking of invoices).

**Associate Director of Alumni Affairs & Events****November 2005 to September 2016***University of Florida - Gainesville, FL*

Responsible for developing, organizing and managing a comprehensive alumni affairs program to engage alumni with the UF College of Education. Worked closely with the Dean and the Senior Director of Development to build relationships with stakeholders, alumni, donors and customers. Responsible for promotional and marketing items and publications. Developed and coordinated alumni communications, including social media, alumni affairs website and an e-newsletter. Supervised interns, student assistants and the College's Student Ambassador program. Oversaw awards processes, procedures and committees.

**Communications Coordinator****September 2004 to November 2005***Haven Hospice - Gainesville, FL*

Provided public relations, marketing and advertising support for the departments, the annual campaigns and the retail stores. Coordinated and managed fundraising events, creating one of the highest revenue generating events that still exists. Implemented the rebranding of Haven Hospice, which was previously Hospice of North Central Florida.

**Assistant Director & Special Events Coordinator****July 1999 to August 2004***City of Hapeville - Hapeville, GA*

Successfully developed, planned, implemented and managed all aspects of public events that enhanced tourism, economic development and community pride. Organized, unified and provided leadership to volunteers and outside contractors' and vendors in order to execute events smoothly and safely. Consistently handled multiple projects within tight deadlines. Coordinated projects with designers, writers and production teams to design all marketing materials, logos, communications and promotions for the City. Ensured that project budgets were met.

**EDUCATION**

University of Florida, Gainesville, FL

Bachelor of Science, Tourism, Event and Recreation Management

**ACCOLADES**

- \*Employee of the Year, UF College of Education
- \*Voted Best All Around, UF College of Education
- \*Shining Star Award, Haven Hospice
- \*Employee of the Month (x3), City of Hapeville

**CERTIFICATIONS**

- \*Certified Crowd Manager
- \*Mental Health/First Aid Certified
- \*Placemaking Certification
- \*CPR/First Aid Certified