

# BEFORE RESUME

**Kristy Euzelle**

33 Temple Terrace, Tampa, Florida 32505 (813) 555-1212

## Professional Goal

To secure a challenge position in a positive work environment that will utilize my vast experience, extensive knowledge, and strong communication skills to significantly contribute to the success of an organization.

## Employment History

UTC Meditor, Inc.

### Corporate Event Planner, Product Support / Office Administrator 2001 to 2003, Tampa, Florida

- \*Plan and manage corporate meetings, conventions, spokesperson tours, tradeshow participation / exhibition, leadership summits, and product launch programs.
- \*Handle website administration (corporate and convention).
- \*Handle corporate communications to include newsletters, phone, conference calls, training schedules, weekly updates, announcement, and promotion logistics.
- \*Design marketing materials and promotional tools for functions / communications.

### Office Clerk & Meeting Coordinator

- \*Assist manager, engineers, project managers, and field technicians in all aspects of running a job.
- \*Compose and type memos, letters and faxes.
- \*Answer busy phones (transfer calls, arrange conference calls).
- \*Secure travel arrangements for management and field technicians.
- \*Prepare spreadsheets, process orders, and maintain quotes.

An Affair to Remember

### Special Event Support Coordinator / Customer Communications Liaison 1998 to 2001, Orlando, Florida

- \*Plan, handle logistics, and manage tradeshow, bridal shows, and similar events.
- \*Assist in coordinating floral, photography, videography, catering, butterfly releases, and site rental.

Union Carbine Documen, Ltd.

### Project Coordinator 1993 to 1997, Orlando, Florida

- \*Coordinate projects across the US involving satellite installations.
- \*Plan, schedule and oversee project logistics.
- \*Manage technicians and customer relations / communications on multiple projects.

Elegant Gourmet Essentials

### Supervisor of Floral & Basket Design 1989 to 1993, New York, New York

- \*Design elaborate floral arrangements and gift baskets for high-end clientele.
- \*Operate cash register, manage inventory, and supervise staff.

A Better Florist

### Floral Designer 1986 to 1988, Syracuse, New York

- \*Design floral arrangements for customers and special events.
- \*Provide customer deliveries.

## Education & Training

SUNY at Stonybrook, Business Administration and Economics – BA; 1979  
Advanced Software Training, Dallas, TX; 1995  
L.E.A.P., Tampa, FL; 1999

## Computer Skills

Quark, PhotoShop, Corel, Visio, MS Project, MS Publisher, MS Office.

## AFTER RESUME

### KRISTY S. EUZELLE

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#### BEVERAGE SALES & MARKETING SPECIALIST

**Customer & Public Relations ❖ Sales ❖ Special Events & Tradeshows ❖ Product / Event Branding**

*High energy professional with the strategic vision and tactical implementation skills to:*

- ✓ Meet deadlines & budgetary parameters.
- ✓ Communicate effectively at all levels.
- ✓ Create excitement & incite event participation.
- ✓ Ensure world class customer / client service.
- ✓ Manage multiple accounts concurrently.
- ✓ Forecast & plan for proactive management.
- ✓ Increase ROI via negotiation & best practices.
- ✓ Translate ideas into tangible results.

#### Key areas of experience:

- Budgeting & P&L
- Logistical Planning
- Marketing Collateral
- Website Management
- Damage Control
- Presentations & Speaking
- Vendor / Distributor Relations
- Advertising / Ad Planning
- Incentives / Giveaways
- Administration & Reporting
- Contract Negotiation
- Exhibits & Tradeshows
- On-Site Coordination
- Crisis Management
- Merchandising & Display

**PC skills using Quark, PhotoShop, Corel, Visio, MS Project, MS Publisher and MS Office.**

#### EDUCATION / CERTIFICATION

**BS in Business Administration & Economics** – State University of New York (SUNY)  
**Currently pursuing Sales training program** – Dale Carnegie

#### PROFESSIONAL EXPERIENCE

**Event Planner & Product Manager / Office Administrator** – UTC Meditor, Inc., FL – 2001 to 12/03  
**Office Clerk & Meeting Coordinator** – UTC Meditor, Inc., FL – 2001  
**Communications Liaison / Event Support Coordinator** – An Affair to Remember, FL – 1998 to 2001  
**Project Coordinator** – Union Carbide Documen, Ltd, FL – 1993 to 1997  
**Supervisor, Floral & Basket Design Dept.** - Elegant Gourmet Essentials, NY – 4 years

#### **PERSUASIVE & INNOVATIVE IN SALES & MARKETING**

- **Branding:** Created branding for UTC's promotional incentives and corporate identity.
- **Tradeshow Presentation:** Represented UTC and An Affair to Remember at tradeshows and events. Presented products and services, and furnished public relations.
- **Events & Promotions:** Coordinated rallies in major US cities to create excitement for UTC's first convention and product line. Planned and managed conventions from banquets to themed nightclub events for 250 participants. Managed logistics of cross country educational tours with famed comedians.
- **Sales & Marketing:** Drove coordination of sales efforts / materials to 800 potential and existing distributors for UTC. Coordinated store merchandising for maximum marketing at Elegant Gourmet Essentials.
- **Sales / Marketing Collateral:** Developed sales calling cards and rewrote 33 sales letters to increase interest in UTC products. Worked with web designer to roll-out email newsletters and product websites.
- **Media Capture:** Performed media notification based on demographics for promotions for UTC.
- **Product Launch:** Planned and directed 3-day distributor pre-launch event for UTC with 175 attendees at the MGM Grand in Las Vegas with only three weeks notice.

#### **MANAGEMENT-DRIVEN IN DETAIL & PLANNING**

- **Project Control:** Facilitated nationwide projects for Union Carbide Documen, which involved planning, scheduling, logistics and customer service. Interfaced extensively between customers and engineers.
- **Administration:** Developed and maintained reports, records, spreadsheets and presentations.
- **Cost Control:** Transitioned from multiple vendors to sole source provider for marketing collateral, website and other incentives, which saved UTC thousands of dollars and streamlined process significantly.
- **Scheduling:** Developed computerized tracking systems to manage function schedules and determine ROI.