

## Executive Assistant / Office Manager Profile

Adaptable, dependable professional well-equipped to fortify organizational backbone and streamline executive operations in administrative support role. History of balancing multiple priorities while collaborating with colleagues and leadership teams to plan events and travel, facilitate financial activities, and deliver outstanding customer experiences. Capable of rapidly grasping policies, procedures, products, and relationships to bridge communication and provide insightful recommendations and support.

### Key Skills

- ▶ **EVENT PLANNING:** Planned and executed 1,000+ events ranging from small group meetings to conferences with 10K+ attendees, including trade shows, staff meetings/outings, group luncheons, press conferences, trainings, and professional baseball games.
- ▶ **TRAVEL LOGISTICS:** Seamlessly orchestrated complex travel arrangements for individuals, small groups, and baseball teams.
- ▶ **COMMUNICATION:** Liaised with Board members, executives, customers, and other stakeholders, demonstrating solid written/verbal communication skills while drafting and editing various documents, marketing pieces, & executive correspondences.
- ▶ **ORGANIZATION & TIME MANAGEMENT:** Presented excellent habits and processes for scheduling/calendaring and project management, utilizing appropriate software tools to monitor activities, progress, and goals.
- ▶ **FINANCIAL MANAGEMENT:** Worked with sensitive and confidential information, managed substantial budgets, prepared expense reports, submitted invoices, and maintained detailed records for easy review and retrieval.

### Professional Experience

**National Strength and Conditioning Association (NSCA), Colorado Springs, CO**

**9/2014 – 8/2021**

**COMMUNICATIONS MANAGER (9/2017 – 9/2021)**

**MEDIA RELATIONS MANAGER (9/2014 – 9/2017)**

Upon earning promotion to Communications Manager, continued with media relations responsibilities while also supporting Marketing Director in all aspects of strategic planning, budgeting, staffing, and communications at international nonprofit organization with 45,000+ members.

- Built trust with leadership team as knowledgeable advisor and reliable partner by following industry trends, maintaining abreast of company policies and services, and consistently delivering on full scope of expectations within demanding deadlines.
- Project-managed 12+ annual trade show initiatives, including work plans, scheduling, budget allocation, logistics, staffing, project tracking, and on-site customer engagement, increasing leads by 10% YoY while meeting demanding budgets.
- Handpicked for COVID-19 Task Force, helping navigate unprecedented circumstances by **(doing what?)**.
- Fielded interview requests, cultivated and managed media relationships, and crafted well-written content aligned with core brand values for print and digital applications.
- Analyzed, planned, and monitored budgets/expenses as core member of departmental budget and strategic planning teams.
- Hired and trained Social Media Coordinator, promoting excellence and professional development through mentoring.
- Collaborated with cross-functional teams to ensure overall communication efforts reflected all stakeholders' needs.

**Colorado Springs Sky Sox Baseball, Colorado Springs, CO**

**10/2005 – 9/2014**

**ASSISTANT GENERAL MANAGER (1/2008 – 9/2014)**

**DIRECTOR OF PUBLIC RELATIONS (10/2005 – 1/2008)**

Helped Triple-A Minor League baseball team enjoy historic annual revenue growth and attendance despite recession by providing integral support to President & General Manager while promoting family-friendly fun through targeted public/media relations efforts.

- Focused on brand consistency, customer service, and entertainment value while partnering with all departments to plan, organize, market, and execute 72 home games each season with 300,000 attendees plus dozens of special events.
- Coordinated budget and growth targets, long-term strategic plans, events, and improvement initiatives with General Manager.
- Championed culture of diversity, equity, and inclusion while building top-performing team, promoting positive coach-player relations, and nurturing relationships with internal/external stakeholders.
- Revamped and oversaw internship program employing up to 8 individuals annually, helping emerging professionals gain industry insights and build essential skills while also providing a rich talent pool for full-time employees.

- Orchestrated mission-critical schedules and team travel logistics, drawing on ability to anticipate potential challenges, organize minute details, and quickly adapt to change.
- Coordinated hardware and software maintenance, IT security, and upgrades with external vendors.
- Managed website and social media accounts while nurturing relationships with marketing and advertising personnel to produce high-quality deliverables aligned with strategic goals.
- Authored media guide, press kits & releases, game program & notes, articles, sales brochures, and internal communications.

## Education

Bachelor of Arts - Communication, *Trinity University*, San Antonio, TX

Certified Administrative Professional (CAP), TBC 2022

## Affiliations

International Association of Administrative Professionals

## Technical Proficiencies

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), JIRA, CRM (Personify, CMS (Homebase, Episerver), QuarkXPress, Google AdWords, Social Media (Twitter, Facebook, LinkedIn, Instagram), HootSuite, Meltwater Engage, WordPress, Canva, ACT!