

# Paula Planning

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## EVENT PLANNING PROFILE

- **Skilled event planner** with effective communication skills developed through 4+ years of client service experience.
- **Experienced writer** published in local magazine and completing thesis in Marketing.
- **Unique combined education** in marketing and management.
- **Diversified experience** in event coordination, public relations, client service, sales, and catering.
- **Proven leader** elected as captain of CSU Women's Volleyball Team and Management Club President.

## EDUCATION

B.S. in Business Administration  
Dual Concentration:  
**Marketing and Management**  
Entrepreneurship Certificate  
Colorado State University (CSU)  
Fort Collins, CO  
May 2017 | GPA 3.6

## LEADERSHIP

University Honors Program, Scholar  
Marketing Club, President  
CEO Club, Member  
CSU Women's Volleyball Team, Captain

## TECHNICAL SKILLS

Adobe Creative Suite  
WordPress  
Squarespace  
Various Social Media Platforms  
Microsoft Office

## EVENT PLANNING EXPERIENCE

### Event Volunteer September XX - Present

CSU ASAP SPECIAL EVENTS, Fort Collins, CO

- Recruited 6 new special guests which resulted in an average increase in attendance from prior year by 10%
- Coordinate events on campus with 450+ attendees

### Catering Assistant May XX - August XX

NEW MANHATTAN HOTELS, Slow Rapids, UT

- Organized and supported 30+ events which resulted in average ratings of 4.7/5 by attendees
- Arranged food and beverage services for more than 1,000 clients, achieving less than a 10% food waste
- Worked 50+ hours on a weekly basis with strong work ethic

### Professional Development Chair May XX - August XX

KAPPA KAPPA GAMMA, Colorado State University, Fort Collins, CO

- Arranged 13 guest speakers to monthly meetings resulting in an increased attendance by 8% over previous year
- Organized monthly events to capture areas of interest of members
- Surveyed members to identify areas of interest for meetings

## ADDITIONAL RELEVANT EXPERIENCE

### Vignette Writer March XX - Present

TRUE TO US MAGAZINE, Greeley, CO

- Rated #1 writer out of 20 by publishing over 59 vignettes over the period of 12 months
- Met 100% vignette deadlines during tenure with magazine

### Blogger January XX - May XX

BEYOND THE OVAL, Fort Collins, CO

- Authored a weekly blog about restaurant deals near downtown
- Increased page views of blog by 25%

### Nanny June XX - January XX

SMITH FAMILY, Slow Rapids, UT

- Planned 3 daily activities for 2 children under the age of 5 to foster social skills