

Jasmine Kent
(863) 263-7462
jasmine.kent@youreemail.com
66 Upward Street, San Francisco, California, 94118

Profile

Efficient and organized event coordinator with 12 years of experience, including four years in a management position. Degree in Recreation Administration with a Special Events and Tourism Emphasis from California State University. Experienced in selecting and coordinating contractors for large-scale events, including festivals, weddings, and conferences. Strong aptitude for negotiation, customer service, and marketing.

Professional Experience

Events Manager, The Food Festival, San Francisco, CA

February 2016 - February 2021

- Proactively led weekly meetings between the events, marketing, and sales teams
- Organized five festivals, each with a 10,000-person capacity
- Designed and implemented new effective marketing strategies
- Devised PR plans and created press releases to publicize the event
- Maintained regular communication with partners and sponsors

Events Coordinator, The Wedding Company, San Francisco, CA

September 2009 - January 2016

- Arranged over 60 weddings
- Coordinated contractors, including caterers, wait staff, and photographers
- Liaised with a range of high-level clients
- Maintained a customer satisfaction survey rating of 90%

Education

Bachelor of Science degree in Recreation Administration

CALIFORNIA STATE UNIVERSITY Fresno, CA, September 2006 - June 2009

Opted for a degree specialization in Special Events & Tourism

Coursework Completed:

- Special Event Planning
- Leisure and Human Behavior
- Diversity and Inclusive Practices in Recreation

Key Skills

- Aptitude for event planning and operation organization
- Excellent customer service skills and ability to liaise with high-level clients
- Experience in wedding, festival, and conference planning
- Impeccable time management
- Competent computer system skills, including Microsoft programs

Certifications

- CSEP: Certified Special Events Professional, January 2016
- Completed coursework in strategic planning, financial and risk management, facility operations, and logistics.