

# AMY VESTAL

## Target:

### Events Planner

## Profile:

*Creative, detail-oriented person with planning, implementation, troubleshooting, and follow-up experience needed to orchestrate successful events. Proficient craftswoman with talent for providing finishing details that make nice presentations. Flower arranging, invitation and announcement designs, and color coordination make accessories festive, elegant, or just plain fun.*

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Flower, Texas 79000

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**(555) 555-5555**

## Promotions and Value-added Projects . . . . .

Increased sales by promoting Country Chic gift shop through teaching design and craft classes. Organized teas and brunches as well as acquired guest speakers on subjects such as quilting, gardening, and cooking. Planned showers from beginning to end for customers, to include invitations, decorations, food, etc.

Remodeled two-story residence to house gift shop.

Created sales brochures, advertising, crafty displays, and backdrops for unique photography studio that produced finished cut-out, stand-up photos mounted on wood.

Conceptualized and implemented plan to convert expensive laser cut-out process to a more cost-effective local operation with laser-like results.

## Business Development and Revenue Growth . . . . .

Restructured failing photo business, taking it from operating in the red to a profit-producing enterprise in only one year. Concentrated effort on marketing, networking, advertising, and recreating props and backdrops. Lowered overhead by researching less-expensive ways to cut out photos.

Utilized previous experience in retail sales and buying to conceive and launch gift-shop business. Used creative marketing ideas to attract customers.

Developed business savvy to keep expenses down while increasing profits. Areas of expertise include strategic planning, business proposals, budget projection and management, employee development, accounting, marketing, building a strong client base, and networking.

## Additional Skills . . . . .

- Able to relate at any level with people of varied beliefs and backgrounds
- Talent for building rapport and trust with clients
- Value organization and time management for efficiency and professionalism
- Use instructional communication style to relate information
- Friendly, personable, and approachable
- Focus on customer needs to ensure satisfaction
- Open to new ideas and enjoy brainstorming
- Solve problems effectively and make informed decisions

## Employment History . . . . .

Cosmetic Technician, Permanent Makeup, Flower, Texas	2002–2007
Substitute Teacher, Flower ISD, Flower, Texas	2000–2002
Sales Representative, ChemMate, Centerville, Texas	1999
Administrative Assistant, Northbrook Life Insurance, Ty, Texas	1998–1999
Owner, Stand-up Photography Studio, Centerville, Texas	1989–1998
Clothing Representative, Eastmart Wholesale, Ty, Texas	1989–1991
Jewelry Department Manager, Sammy's Dept. Store, Ty, Texas	1985–1986
Owner, Country Favorites, Poppy, Texas	1984–1987
Manager/Buyer/Designer, Elite Decorating, River Creek, Texas	1984
Manager, Golden Touch, River Creek, Texas	1980–1983

## Education . . . . .

*Bachelor of Arts in Interior Design*—Texas Vocational University 1989