

Jennifer G. Jones

Unsurpassed attention to detail...

Produce picturesque intimate to elaborate events that inspire the kind of buzz that continuously builds business.

CAREER HIGHLIGHTS

- * Whether ballroom, beachside, or business-centric, delivered profitable, stress-free events within **intricate budgets** ranging from \$5K to \$350K.
- * Negotiated contracts and navigated logistics to **make meetings memorable and special events spectacular** for 4+ years at the Westin South Beach, a member of the Starwood Hotels & Resorts family.
- * Coordinated **events down the block, across the pond, and out at sea** (be sure to ask me about the *Martha Stewart Living at Sea* annual event).
- * **Earned the respect of banquet and hotel staff** to ensure smooth production of rave-worthy executive retreats for as few as 12 and structured corporate and government functions for as many as 450.
- * Whether working with busy brides or concise corporate event liaisons, asked targeted questions, listened acutely, and recommended intuitively to **transform clients' visions, must-haves, and expectations into indelible experiences** (within their budgets, of course).
- * Personally saw to each and every tiny detail when independently **planning and coordinating destination weddings at local luxury venues**, including the Marriott Resort Key Largo, Little Palm Island Resort & Spa, Cheeca Lodge & Spa, and the Hyatt Key West Resort & Spa (and I'm eager to do the same at the W).

CERTIFICATION

Certified Meeting & Wedding Planner (CMP & CWP)

Penn Foster

Certified Banquet Professional (CBP)

Hospitality Training Institute

EDUCATION

Bachelor of Arts (BA) in Hospitality Management

Concordia University

PLANNING & PRODUCTION of...

Wedding Ceremonies • Birthday Parties
Bridal/Baby Showers • Bar/Bat Mitzvahs
Executive Retreats • Conventions • Conferences
Graduations • Golf Outings • Reunions
Themed Fundraising Events

COORDINATION & OVERSIGHT of...

Venue Tours • Package Presentations • Menu Tastings
Food & Beverage Selections • Special Requests
Catering Contracts • Vendor Partnerships
Banquet Event Orders (BEOs)
Signage • Decorations • Entertainment
Floral Arrangements • Vendor Deliveries
Table Staging • Party Favors • Swag/Gift Bags
Photographers • Videographers • DJs • Musicians
Meeting & Event Space Layout, Set Up, & Tear Down

SCHEDULING of...

Prospective & Current Client Meetings • Event Staff
Reception Sites • Meeting Spaces • Photo Shoots
Equipment • Transportation • Room Blocks
Party Tents & Canopy Rentals

DESIGN & DEVELOPMENT of...

Customer Surveys • Client Thank You Cards
Event Checklists • Communication Templates
PPT Presentations • Print Brochures • Contracts
Email Marketing Pieces • Newsletters • Place Cards
Web Content • Social Media Marketing Campaigns

EXCITING CAREER as...

Chief Planning Officer (CPO) • Indulgence Catering & Event Planning
Banquets Coordinator / Onsite Wedding Planner • Westin South Beach
Events Production & Marketing Manager • *Martha Stewart Living Magazine*

I created this resume for my client to distribute to her countless contacts within the local luxury hospitality market. While the layout looks clean and simple, it is the result of extensive consideration and toil aimed at gathering, selecting, and configuring all the right pieces of Jennifer's experience and infusing the document with elements of her stunning personality.

Knowing that local luxury hotels and resorts (Jennifer's key targets) desired and required varying levels of involvement from their onsite event coordinators and wedding planners, I designed shaded boxes to clearly and concisely present her breadth of experience.

Jennifer started her career producing corporate events for a well-known lifestyle magazine and had spent 4+ years in the luxury hotel and resort arena after earning her degree in hospitality, but she struggled with the idea of including the experience she'd accumulated as an independent operator of her boutique firm, Indulgence Catering & Event Planning. She discounted her own business as "mostly word-of-mouth" and "sporadic" while she was focused on raising her family.

Once reassured that her work with Indulgence was 100% relevant, she was ecstatic about the way this resume enabled her to visualize her marketability for an in-house role in the industry she loved.

I applied a designer border, custom colors, simple shading, and fitting fonts to dress up the document and further distinguish my client (excluding graphics that, after testing, proved to clutter, not compliment, Jennifer's resume).

I also elected to exclude all dates from this resume so that Jennifer's direct networking contacts (and those they forwarded her resume to) would be hooked by the what and the how of her direct and valuable experience, not distracted by the when.

Finally, I broke another traditional resume "rule" and spoke in the 1st person in order to remind the reader, or give them a sneak peek into, Jennifer's light, approachable personality, which is a must-have for her target roles.