

Caitlin Conley

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EDUCATION

Bachelor of Science in Marketing Communications Minor in International Studies

University of Wisconsin – River Falls (UWRF) - May 2009

EVENT PLANNING EXPERIENCE

Career Fair Coordinator, Career Services, UWRF, March 2008-Present

- Coordinated meetings with vendors to solidify reservations for event set-up, take down, buffet menu, and event staffing
- Delegated creative responsibilities to ensure quality under tight time constraints
- Clarified employer questions and corrected inconsistencies in employment registration
- Utilized data programs such as Hire-A-Falcon (online registration database) and Microsoft Excel to ensure information was documented correctly and information was current
- Developed and maintained a running budget to ensure funds were extended appropriately

Runway to Success Event Coordinator, Career Services, UWRF, September 2007-March 2008

- Organized a fashion show involving 6 store donators, 35 student models, 5 assistants and 185 show attendants
- Recruited 8 community businesses to sponsor the show resulting in prizes totaling \$220.00 and 2 monetary sponsors
- Delegated tasks to assistants to ensure projects were completed and show ran smoothly Created promotional materials such as flyers, PowerPoint presentations and show programs to increase attendance numbers and enhance show experience
- Acted on unplanned situations and improvised in an effort to be flexible and make the best of situations that needed to be altered
- Arranged 2 meeting times before event date to connect with show participants to prepare

COMMUNICATION/CUSTOMER SERVICE EXPERIENCE

Peer Advisor, Career Services, UWRF, September 2006-Present

- Assisted 5-10 clients per week with résumés, cover letters, interviewing skills and career exploration
- Arranged meeting times with fellow Peer Advisors to complete projects including creating bulletin boards and distributing flyers and booklets to promote office services
- Presented information on career topics to classes of 5-30 students
- Worked with diverse clients to fit cultural expectations properly adapting my communication form
- Offered suggestions to improve detail in client résumés and cover letters

Server/Bartender, Daytona Country Club, Dayton, MN, April 2006-Present

- Promoted several club events by communicating dates and specific information to customers resulting in increased attendance
- Executed daily opening and closing tasks while managing customers from behind the bar
- Ensured customer satisfaction by solving problems on the spot when a question or concern arose

Server, Minneapolis Convention Center, Minneapolis, MN, January 2005-March 2007

- Set up tables, place settings and decorations for multiple conventions
- Served meals to 5-10 tables during convention presentations
- Brought clients' concerns to the attention of appropriate personnel

CAMPUS/VOLUNTEER EXPERIENCE

Big Sister, Big Brothers Big Sisters of Northwestern Wisconsin (UWRF), January 2007-Present

Member, University Centers Committee (UWRF), January 2007-Present

Weeks of Welcome Leader/Tour Guide, Admissions Office (UWRF), August 2007-December 2007