

ROSA CALDWELL

1385 Woodroffe Ave., Ottawa, ON | 613-727-4723 | rcaldwell@rogers.com | linkedin.com/in/rosacaldwell

PROFESSIONAL PROFILE

Creative and resourceful **Event Management** professional with three years of related industry experience showcasing skills in all aspects of project coordination. Successfully organized and executed 10 events, hosting up to 1000 guests. Demonstrated an aptitude to adapt to shifting priorities, demands and timelines while delivering high quality results. A reliable team player and an effective leader who would be a guaranteed asset to any team.

Areas of expertise:

- Client and stakeholder relations
- Project planning
- Volunteer coordination
- Event logistics
- Budget development
- Report writing
- Risk management
- Event promotion
- Social media marketing

SUMMARY OF QUALIFICATIONS

- Diverse experience gained in creating, planning, and implementing effective event programming
- Broad industry skills in data entry, communications, volunteer engagement and administration
- Understands and applies business administration skills to the operation of events
- Well organized when coordinating event logistics such as venue booking and promotions
- Uses strong interpersonal skills to develop partnerships with event stakeholders
- Demonstrates strong communication skills in person, over the phone and in writing
- Effectively manages social media promotions through Facebook and Twitter
- Proficient in utilizing MS Office applications including Word, Excel and PowerPoint

RELATED EXPERIENCE

Resource Coordinator & Athlete Liaison

July 2015 – Present

Won with One, Ottawa, ON

- Provide information, send out email correspondence, and work to facilitate the relationship between the athletes and the Founder and Executive Director of Won with One
- Secure program yearly funding by giving public speeches to local donor organizations and creating email funding requests to send to both local and national donor organizations
- Manage Won with One social media presence on Facebook and encourage other visually impaired people to join the organization

Sports Coordinator (Contract)

May 2014 – June 2015

Island Horse Council, Charlottetown, PEI

- Assisted in organizing and coordinating 10 special events and activities, and facilitated meetings with Island Horse Council (IHC) members, board representatives and stakeholders
- Supported member clubs with administrative tasks including mail outs, photocopying, hotel bookings, ordering materials, data entry and brochure development for promotional materials
- Tracked, reported and facilitated membership processes
- Oversaw the general running of administrative affairs of the IHC office which included answering phones, ordering office supplies, and providing customer service to members

Event Management Field Placement

Jan – Apr 2014

Golden Planners, Ottawa, ON

- Developed, organized, planned and promoted a range of events with 30 – 200 attendees
- Ensured the best venue selection by reviewing previous locations and sourcing additional options
- Created promotional material and distributed it to the target audience using various platforms
- Arranged security and advised on health and safety issues; trained volunteers
- Negotiated best prices from suppliers, florists and caterers by building professional relationships
- Planned and managed a budget of \$5,000

Event Project Practical Assignment

Sept 2013 – Apr 2014

Algonquin College, Ottawa, ON

- Incorporated event management strategies into planning a fundraising event with a five person team
- Finalized and executed a sold-out and highly praised event on a zero dollar budget raising \$11,500
- Presented results, evaluations and recommendations in a final class presentation that received outstanding feedback and a high mark
- Managed and engaged audience on social media feeds such as Twitter and Facebook

Project Development Officer, Give it a Try Program (Contract)

Aug 2012 – Sept 2013

Town of Cornwall, Cornwall, PEI

- Developed recreational and sports programming for the community of Cornwall
- Maintained a professional partnership between the Town of Cornwall and Parasport & Recreation PEI to facilitate public sports demonstrations
- Managed the communication with clients and provided ongoing support
- Created promotional materials, managed social media, developed schedules and booked venues
- Delivered a final program report to the Recreation Manager of the Town of Cornwall

VOLUNTEER EXPERIENCE

Stage Coordinator

July 2015

Ottawa Greek Market, Ottawa, ON

- Developed the logistical plan for all stage changes including audio-visual needs and special requirements for the various acts and performers
- Provided thorough event assessment and suggestions for improving flow, comfort and efficiency
- Researched and reported on potential competing events

EDUCATION

Event Management Graduate Certificate

Sept 2015

Algonquin College, Ottawa, ON

Business Administration Diploma

Apr 2012

Algonquin College, Ottawa, ON