

# Michelle Andersen

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## Summary of Qualifications

- Excellent customer communication skills based on extensive experience
- Proven large event food service and management experience
- Detail-oriented and tireless performance

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## Education/Training

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| Loyola Marymount University | B.A. Communications | Los Angeles, CA |
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## Work Experience

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| Customer Service<br><i>Pet Camp</i> | San Francisco, CA | March 2014 – Present |
|-------------------------------------|-------------------|----------------------|

- Liaise with attendees at events to garner in-bound sales leads
- Execute tour of facility with turn potential new customers into existing customer
- Follow talking point script to convert sales leads to customers
- Field and convert all new phone inquiries into reservations

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|---|-------------------|---------------------|
| Event Marketing<br><i>Yahoo!, Ask.com, Oodle, Netflix, Glympse, Zillow, Hotels.com, Wal-Mart and more</i> | San Francisco, CA | July 1999 – Present |
|---|-------------------|---------------------|

- Marketing products at key events/conferences
- Liaise with event attendees to gain new customers
- Utilize information to create all communications materials, including press releases, fact sheets, Q&A, frequently asked questions, product descriptor sheets and more
- Garner positive media coverage that highlight the company's best assets

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|--|-------------------|------------------------|
| Public Relations Contracting: Non-Profits<br><i>NARAL California, Planned Parenthood, United Way</i> | San Francisco, CA | Sept. 2006 – Dec. 2011 |
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- Arranged public affairs event logistics
- Media trained public and political figures
- Garnered press attendance (television, print, online) and positive event coverage

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## Other Work Experience

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| Brand Ambassador | Fine World Foods      | San Francisco, CA |
| Greeter/Usher    | Salesforce Convention | San Francisco, CA |
| Waitress         | Anthony's Restaurant  | El Segundo, CA    |
| Cashier          | LMU Bird's Nest       | Los Angeles, CA   |