

Rasheeda Wallace

The Asset

New Rochelle, NY 10801

rasheedawallace6_waf@indeedemail.com

+1 347 282 1529

Professional Summary

My objective is to obtain a challenging and rewarding position where I can use my skills and hardworking ability to benefit my employer as a forward thinking company, and to be of service to others. I am therefore enclosing a resume for your review. My experience in training staff if need be and my ability to establish a quick rapport with the public. I have great organizational skills, good energy and appearance, I'm focused and ready.

Willing to relocate to: New York, NY - New Jersey

Authorized to work in the US for any employer

Work Experience

Events and Brand Manager

American Dreamers-Kearny, NJ

2021 to Present

1. Organization and Time Management: I juggled multiple tasks and deadlines simultaneously. Strong organizational skills and the ability to prioritize tasks effectively are crucial for ensuring that everything runs smoothly.
2. Communication: Effective communication is essential to collaborate with clients, vendors, and team members. Strong verbal and written communication skills are required for conveying ideas, negotiating contracts, and coordinating logistics.
3. Budgeting and Financial Management: Worked with budget constraints. Being able to create and manage budgets, negotiate contracts, and track expenses is crucial to ensure that events stay within financial limits.
4. Problem Solving: Events can present unexpected challenges, and an events manager must be able to think on their feet and find solutions quickly. Strong problem-solving skills are necessary to handle unforeseen circumstances and keep the event on track.
5. Creativity: Events managers should have a creative mindset to come up with unique and innovative ideas that can make an event memorable. Creative thinking helps in designing themes, selecting venues, and developing engaging event experiences.
6. Leadership and Team Management: Worked with a team of professionals, including event coordinators, vendors, and support staff. Leadership skills are essential for coordinating and motivating the team, delegating tasks, and ensuring that everyone is working towards a common goal.
7. Negotiation: In often needed to negotiate contracts and secure favorable deals with vendors and suppliers. Strong negotiation skills are beneficial for obtaining the best prices, terms, and services.
8. Attention to Detail: Events involve numerous small details, from seating arrangements to AV equipment setup. An events manager must have a keen eye for detail to ensure that every aspect of the event is properly planned and executed.
9. Flexibility and Adaptability: Events can be unpredictable, and plans may change at a moment's notice. An events manager should be adaptable and flexible to handle unforeseen circumstances and make quick adjustments to ensure the event's success.
10. Technical Knowledge: Familiarity with event management software, project management tools, and other relevant technology can streamline the planning and execution process. Events managers should

be comfortable using event management platforms, registration systems, and various communication tools.

Partnerships and social media influencer Manager

Clear storm media group, Inc.-New York, NY

February 2017 to January 2021

Ability to work independently and collaboratively development opportunities, partnership activations and ideation and delegate sales strategies for events and network concepts.

Analyze current trends and content comparisons for content creation

Creating and building the relationships with the influencers as a company.

In addition, I was responsible for helping develop sales strategies for all events relating to sponsorship and ticket sales.

From a wider business development perspective, they are responsible for leading on the development of new event concepts and joint ventures, alongside the Director of Programming and Development and the Managing Director.

Main Activities and Responsibilities

Strategic Partnership and Management

- Supporting senior management in managing all company's partners, including support in acquiring, on-boarding, activation and renewals
- Supporting senior management in developing strategy to and executing management of all existing commercial partners from start to end of agreement period, continuously monitoring, measuring, and improve the effectiveness of partner interactions.
- Supporting senior management in developing strategy to, and execute management of all newly acquired clients from start to end of agreement period, continuously monitoring, measuring, and improve the effectiveness of client interaction
- Creating a process for management of all databases and support other relevant departments in on-going execution

Business Development

- Help achieve outlined sponsorship targets for individual event properties throughout the company's calendar year
- Help develop sponsorship strategies for all events

Help with on site sponsorship activations

- Help develop delegate sales strategies for the senior management team

4+ years of experience in partnerships focused role

- At least 3 years of experience working in either the sport and entertainment industry
- A wide range of contacts in the sports and business arena
- Excellent networker
- Top notch pitching skills
- Excellent written and verbal communication skills
- Ability to work independently and collaboratively
- Strong ability to think strategically and develop implementation plans to deliver key objectives
- Excellent with solving problems and having great analytical skills
- Ability to work efficiently, quickly and to deadline
- Action orientated and goal focused

- Managed and maintained complex calendars for multiple executives, ensuring all appointments and meetings were scheduled accurately and efficiently
- Collaborated with cross-functional teams to create compelling visual assets such as graphics, images, videos, and GIFs
- Researched industry trends and competitor strategies to stay up-to-date with the latest social media best practices

Office Manager

K. Printing Center-Manhattan, NY

2014 to 2016

Scheduled daily operations for CEO of company, handle travel arrangements, run myriad of tasks for CEO, Ran necessary local errands, Prepared invoices and handled accounts receivable /Accounts payable for CEO Clients, light bookkeeping, Scanning Faxing, Filing paperwork, greeting and meeting with important clients, emailing clients, handling correspondence, internet and manual calendar management, Internet researching, train office assistants, developed marketing packages and proposals for the company and made soft sales (Ads) for company's promotion if needed. Assist Ceo with Accounting (accounts payable and receivable), Answering multi- telephone line system (Cisco).

Front Desk Customer Service

New York Sports Club-Manhattan, NY

2012 to 2014

Engage in opportunities that positively impact the member's experience
 Adhere to all operational standards related to providing a welcoming club environment
 Greet and acknowledge every member who enters and exits the club
 Attend to perspective members by adhering to the sales protocol
 Scan all member, guest and employee key tags, ensuring all vendors sign the logbook
 Ask members/guests for photo ID if they don't have their key tag
 Be aware of all club issues, events or schedule changes and politely communicate them to members and ensure next shift is made aware of general status and all unresolved issues.
 Answer telephone on first ring in a friendly, professional way, using the standard greeting, answering all questions efficiently and directly to appropriate person.
 Listen to member/guest's requests without interrupting (If dealing with a complaint, apologize for the inconvenience and solve the problem, or request assistance from someone who can)
 Ensure the front desk is neat, with materials stored properly
 Be able to locate the first aid kit/AED and staff members in the club who are AED/CPR certified.
 Immediately report any suspicious activities to a manager or call 911 in case of an emergency (be familiar with Code Orange)
 Proudly support the training of new front desk members

Education

Associate

Interboro institute - New York, NY

Skills

- Adobe Acrobat. (10+ years)

- Business Management (5 years)
- Excel (3 years)
- excellent phone (10+ years)
- Powerpoint (10+ years)
- Receptionist
- Scheduling
- Microsoft Word
- Administrative Assistant
- Organizational Skills
- Billing
- Time Management
- Microsoft Office
- Marketing
- Calendar Management
- Filming
- Office Management
- Google Docs
- Procurement
- Leadership
- Sales

Awards

Proclamation from Govenor

December 2007

I was given an a proclamation from luitent governor at the time in 2007 for giving back to the community and being recognized supporting the survivors of domestic violence in shelters.

Certifications and Licenses

Food handlers license

Additional Information

Skills: Proficiency with MS Word, Excel, and Outlook, Powerpoint, Adobe Acrobat. Proficient in MAC and PC software programs. I have some knowledge in Peachtree, and QuickBooks. I'm attentive to detail, focused and professional. I am also a great internet researcher. Knowledge of most Mac & PC programs. In have excellent phone skills, reliable, self-starter, a leader by nature and a fast learner. I posses great Interpersonal skills and ability to communicate effectively with all people. I am well organized and can multi-task. I am a great TEAM PLAYER, assertive, self-starter, honest, reliable, a Quick learner and I am able to handle sensitive situations plus I work well in a fast

paced environment

School:

Interboro Institute

Major: Business Management