

**Allison Ricks**

(585)991-8114

amassey102015@gmail.com

**Qualifications**

- Years of experience in the consumer driven field.
- Excellent interpersonal skills
- Leadership ability and team player skills
- Excellent oral, written, and presentation skills
- Personally planned and coordinated hundreds of events.
- Knowledge of market research and the gathering of information.
- Excellent time management and follow-through skills

**Professional Skills**

- Develop/modify marketing materials (brochures, flyers, and packages) to promote companies and products
- Provide input into the development of a strategic plan for the companies, including business goals, budget recommendations, vendors, employee goals, and timelines.
- Evaluate the effectiveness of the on-going business model; including event satisfaction, overall success of the campaign, and possible improvements.
- Able to recognize any potential issues and create an action plan to reconcile the problem.
- The ability to interview potential employees and to recognize their skills so that they can work comfortably in a new environment.
- Act as an on-site manager during all events; overseeing activities, staff, and vendors to ensure satisfaction of participants, and resolutions of any problems
- Demonstrate knowledge and use of digital, social media, and emerging online channels
- Organizational skills and the ability to approach complex tasks in an efficient manner.
- The ability to stay calm and motivated during a high stress work project, event, or program.

**Work Experience**

- Flower City and Spatola's Party Rental, NY, 1/20-Present
- The RIT Inn and Conference Center, NY, 3/19-12/19
- The Big Tree Inn, NY, 12/17-3/19
- ARTISANworks, NY, 12/16-12/17
- The Palace Grand, FL, 7/15-11/16

**Education**

- Associates of Business Administration. Finger Lakes Community College 2012
- Bachelor of Science, Recreation and Leisure Studies, Concentration Tourism The College at Brockport 2015