

KAREN ELIZABETH REDMOND

8 North Light Street Lovettsville, Virginia 20180
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Portfolio: <http://www.visualcv.com/karenredmond>

SKILLS

- Great interpersonal communication skills
- Strong attention to detail
- Excellent time management skills
- Customer service experience
- Proficient in Microsoft Office suite, including Outlook, Word, PowerPoint, Excel, and Publisher
- Familiar with Visual One and Meeting Matrix software

WORK EXPERIENCE

ARAMARK – The National Conference Center

Lansdowne, Virginia

Conference Planning Coordinator

June 2011 – present

- Provides administrative support to the Catering Sales and Conference Planning Managers, including planning details, communicating among internal departments and distributing catering and planning materials for upcoming and in house groups
- Acts as point of contact during absence of Manager and processes messages and requests in a timely manner
- Processes proposals, contracts, banquet event orders, and definite files for managers
- Fields and qualifies all inquiry phone calls for catering or day meeting business
- Responsible for planning several small repeat group meetings and religious retreats, as well as serves as point of contract for all internal functions and meetings. Uses Visual One software to block event space, create rooming lists, and create group resume and function sheets.
- Uses organizational communication skills to ensure work is completed accurately and in a timely manner

Management Services Corporation – SunChase @ Longwood Apartments

Farmville, Virginia

Marketing Intern

January 2011- May 2011

- Assisted Marketing Manager in planning events for apartment community and coordinating move-ins for all new residents
- Worked closely with Marketing Associates to complete daily routines, including resident paperwork, lease signings, assisting residents with questions and concerns, and other office related tasks
- Attended several marketing events and distributed marketing materials and information to prospective residents
- Used excellent interpersonal communication skills and persuasive techniques to encourage prospective residents to tour the community and sign a lease

The Grande Affair Premier Event Planning

Purcellville, Virginia

Intern

June 2010 – August 2010

- Supported chief planner with various tasks, including making appointments for clients, contacting vendors, and conducting Internet searches for wedding venues, rehearsal dinner sites, and hotel accommodations.
- Helped with the overall organization, set up, and break down of wedding ceremonies and receptions
- Ensured client satisfaction was met and withheld during events
- Used excellent time management skills in a high stress environment to ensure all duties were completed before event start

Loudoun County Parks & Recreation – Lovettsville Pool

Lovettsville, Virginia

Summer Recreation Aide

Seasonal employment: June 2005 – August 2010

- Implemented communication skills to ensure patron satisfaction
- Worked closely with the public and assisted patrons with questions and concerns about facility
- Handled all monetary transactions while operating admissions and concessions counters simultaneously and keeping track of all product inventory

EDUCATION

Longwood University

Farmville, Virginia

Bachelor of Arts

August 2007 - May 2011

Major: Communication Studies

Overall GPA: 3.12

Concentration: Organizational Communication and Public Relations

Major GPA: 3.40

- President's List (4.0 semester GPA) – Spring 2010; Dean's List (3.5 semester GPA) – Spring 2011
- Lambda Pi Eta: The National Communication Studies Honors Society – inducted Spring 2011

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CLASSROOM EXPERIENCE

Organizational Communication Simulation Project

COMM 362: Organizational Communication -- Spring 2009

- Exercised strong interpersonal communication skills while working closely in a group to help plan and execute a fundraising event for FACES, a local food bank
- Responsible for the designing and distribution of advertising resources, including fliers, posters, and press materials
- Assisted in the writing and editing of press materials, including pre and post event press releases
- Hosted a successful fundraiser and raised over \$200 in addition to collecting several non-perishable food items

Applied Organizational Communication Audit

COMM 364: Applied Organizational Communication -- Fall 2009

- Worked within a group to conduct an internal communication audit for Lancer Productions as a class project
- Gathered data through team member interviews and survey research
- Audit report covered issues such as team member engagement, satisfaction with formal and informal channels of communication, satisfaction with leadership and team member commitment
- Prepared formal written report and presentation for client which identified communication strengths, areas of concern and recommendations for improvement

Crisis Communication Plan

COMM 481: Crisis Communication -- Spring 2010

- Developed a 22 page crisis communication plan for Bed Bath & Beyond as part of Crisis Communication class
- Created and delivered crisis press briefing; which included fielding questions from reporters.
- Completed semester-long media scanning assignment in preparation for final projects, including researching corporate websites, utilizing Google alerts for media and blog hits for my organization, as well as researching competitors and the overall industry.
- Enhanced knowledge of image repair strategies employed by organizations, when to use them, and which strategies work best with particular constituencies.
- Completed multiple risk/threat assessment exercises.

Persuasive Campaign

COMM 350: Persuasion Theory -- Spring 2010

- Created a campaign to raise awareness of sexually explicit text messaging (sexting) and persuade teenagers and young adults to practice safe text messaging
- Researched the dynamics of a target audience and implemented appropriate persuasive techniques
- Designed an advertisement, public service announcement, and communication samples for publicity
- Implemented a plan to assess awareness

Page & Digital Design

COMM 295: Principles of Page and Digital Design -- Spring 2011

- Created two front page designs from provided material using Adobe InDesign
- Created one four page re-design using Adobe InDesign and Adobe Photoshop
- Created one curator website and one personal website using Adobe Photoshop and Adobe Dreamweaver

Senior Thesis

COMM 460: Research Methods -- Fall 2010 & COMM 461: Senior Seminar -- Spring 2011

"If We Were A Movie...": How the Portrayal of Romance in the Media Affects Audience Perception

- Conducted a year-long qualitative research project culminating in a 32 page thesis report
- Researched how the portrayal of romance in scenes from popular romantic films (*How to Lose a Guy in 10 Days*, *The Notebook*, and *A Walk To Remember*) affected how the audience felt about romance and their own romantic relationships
- Hosted 3 focus groups consisting of 14 total participants (men and women between the ages of 18 and 25)
- Used communication theory to support hypothesis and tie into research

REFERENCES AVAILABLE UPON REQUEST