

# Ashley Waters

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## Executive Summary

Highly organized and detail-oriented, with a proven ability to manage business office functions, provide executive-level support, and facilitate smooth operations while multi-tasking in a face paced environment.

## Experience

### **TRANSCRIPTIONIST | CONTRACT | SEPTEMBER 2019 - PRESENT**

- Transcribe audio and video content relating to multi-speaker conferences, law enforcement investigations, legal proceedings, and medical notes.
- Surpass client's needs by ensuring quality and timely submissions with a 98% accuracy minimum.

### **FREELANCE WRITER | CONTRACT | JANUARY 2016 - PRESENT**

- Write original content and proofread for various publications including blog posts, corporate communications, emails, newsletters, professional bio's, fundraising, and the hospitality industry.
- Work with companies and individuals to understand their needs and adapt articles into their desired content while meeting tight deadlines and maintaining a sharp eye for detail.

### **DIRECTOR OF DEVELOPMENT | AMERICAN HEART ASSOCIATION | NOVEMBER 2017 – SEPTEMBER 2019**

- Prospected and secured new and recurring local donors including all major hospitals, multiple Fortune 100 companies, small businesses, and individual community members.
- Built rapport with C-Suite Executives and key decision makers resulting in successfully surpassing major gift and fundraising goals of \$2 million dollars.
- Managed the year-round engagement cycle and day of event logistics for the annual Heart Walk; the largest fundraising walk in the Twin Cities with over 500 thousand attendees.
- Managed executive volunteer leadership, committees, and day of event volunteers.
- Updated spreadsheets and created presentations to support executives and boost team productivity.
- Organized logistics and materials for meetings and took detailed notes for later dissemination to key stakeholders.

### **DIRECTOR OF CATERING & SALES | MINNEAPOLIS CLUB | (MINNEAPOLIS CLUB IS AN EXCLUSIVE PRIVATE, BUSINESS, AND SOCIAL CLUB) JANUARY 2011 – NOVEMBER 2017**

- Coordinated the planning and execution of over 20 daily high-end events in multimillion dollar revenue center for clientele including but not limited to, United States Presidents, Foreign Heads of State, C-Suite Executives, Entrepreneurs, and icons such as the Dalai Lama.
- Utilized exceptional interpersonal skills while remaining calm and composed to remedy any concerns or issues that arose during the planning and execution of daily events.
- Handled confidential and sensitive information with discretion and tact.
- Screened calls and emails and responded accordingly to support executive correspondence.
- Managed multiple executive calendars, scheduling meetings and appointments while coordinating travel to optimize time.

**SERVER / BARTENDER / RESTAURANT AND EVENT MANAGER | ROJO MEXICAN GRILL |  
JANUARY 2009 – JANUARY 2012**

- Opened founding location; Promoted from ground up within 6 months and recruited to launch event space based on exemplary work ethic and willingness to go above and beyond.
- Built a comprehensive sales & marketing plan for first ever event room. Hired, trained, and managed staff of 30 while soliciting new business ventures, reaching substantial profits within 3 months.
- Adapted to ever-changing business needs utilizing time management and organizational skills in order to fill in where needed at any given time.

**EVENT COORDINATOR | MINNESOTA VALLEY COUNTRY CLUB | JANUARY 2010 – MAY 2011**

- Recruited to overhaul banquet services, reaching increased profitability of 17% within 2 months.
- Hired, trained, managed, and motivated an evolving staff of 35+ while creating and executing innovative strategies to improve employee morale and customer service.

**INSURANCE AGENT | AMERICAN INCOME LIFE | JANUARY 2008 – JANUARY 2010**

- Became a highly ranked producer exceeding sales goals by 68% within initial 3 months.
- Guided clients through vast options, answering questions to ensure comfort in making informed decisions.

**BARTENDER / SERVER / MOD / EVENT PLANNER  
ZAZA'S PUB | SEPTEMBER 2004 – DECEMBER 2008**

**SIGNATURES FINE DINING | SEPTEMBER 2006 – DECEMBER 2008**

- Verified age requirements, maintained knowledge of alcohol offerings, processed payments, managed inventory, cleaned bar supplies, and successfully overcame customer conflicts when mistakes were made.
- Promoted to events based on my extraordinary ability to remain calm under pressure and provide outstanding customer service in any situation.

**HEAD LIFEGUARD / SWIM LESSON INSTRUCTOR  
GLENCOE AQUATICS CENTER | 2000-2004**

**BOB WELCH AQUATICS CENTER | 2004-2008**

- Attained Red Cross Lifeguarding and Swim Instructing Certification including CPR, AED, BBP, and First Aid.
- Taught lessons for ages 6m through adult, children with special needs, and water aerobics for ages 50-90.
- Supervised a team of 30+ lifeguards emphasizing the importance of diligence and training to save lives.

## Education

Bachelor of Arts in Communications and Marketing | December 2008 | Winona State University

Certification in Medical Billing and Coding | Expected Graduation May 2023 | Southwest College

## Skills and Notable Achievements

- Highly proficient in Microsoft Suite, Mac, and PC
- Adaptable, creative, and analytical
- Strong leadership and problem-solving skills
- Middle School Volleyball Coach 2014-2017
- Varsity Track Coach 2009-2010
- Honor Society Member 2000-2004