

Ivonne Moreno

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Objective: To obtain a management position where I can use my experience in communications, leadership, public relations, project management, healthcare management, business management, non-profits, hospitality, and event management, to enhance customer satisfaction and the organization's mission, vision with integrity.

Education:

Bachelors of Science in Healthcare Management, Undergraduate UOP, (*March 2022*,) Project Management Certificate, UOP- (*July 2020*,) Associates of Arts Fundamentals in Business, UOP- (*May 2017*,)

Certificates: Project and Risk Management, University of Phoenix- 2020, Level 3 Audio Visual, Marriott Internal MVP.

Computer Skills:

- Proficient in Microsoft Word, Microsoft Excel, Microsoft PowerPoint, and Social-Media, Delphi, Virtual Collaborations, One-Drive, Microsoft Project, and other Microsoft Office programs.

Language:

- Fluent in English and Spanish, First steps in Medical Terminology

Awards and Acknowledgments

- UOP Presidents list July 2021 – Extraordinary Achievement of 4.0 for the first half of the 2021 calendar year.
- Event team of the year award and global event team of the year 2008
- Manager of the Year for 2008
- Best attitude award in 2005
- Audio Visual Certified Level II
- Certificate of Acknowledgement from SCORE organization

Work Experience:

Catering and Sales Manager- HEG Incorporation, Enzo's Bistro & Bar, Dual Location(s), La Quinta CA, & Rancho Mirage, CA.

August 2019- August 2020 (Furloughed)

- Manage Public Relations, and Marketing for both locations to promote all services provided within the establishments.
- Develop sales strategies to obtain customer event groups for all categories: Association, Corporate, Social, SMURF, clubs, and Non-Profits.
- Built catering portfolio by initiating procedures for customer agreements, gathering resources for off-site catering and its procedures, developed budget and projection worksheet, event order format, and participated in menu design.
- Established business relationships with local organizations and promote business-to-business programs for both locations.

- Assisted in the front-of-house day-to-day operations, greeting patrons, identifying opportunities, provide employees with resources and guidance.
- Instilled me in areas for improvements, collaborated with management, updated restaurant sales and productivity.
- Efficient in ALOHA point of sales, inserted weekly specials, updated food cost, time management, and reporting.
- Managed risk, procedures, and business implementation during economic impact from COVID-19 by reinforcing a work safe atmosphere, inserting take-out orders, media relations, and product control.
- Contributed to budget increase with catering and events sales, meeting fifty percent of year-end goal within four months in fiscal year budget.
- Adhered to company mission, leading and providing associates with resources, implementing associate engagement and satisfaction, using human resources knowledge and direction.
- Maintained business relationships with vendors i.e. (OSHA, Ecolab, Burrtec Waste Management) by confirming and govern their services were meeting health department codes and guidelines.
- Utilized my experience and abilities to create memorable events for customers by creative design, food presentation input, service standards, all in working with customer's budgets.

Event Manager- the University of California at Riverside, Palm Desert Center

August 2016-July 2019

- Develop internal and external influence to obtain customer relationships, and apply excellent customer service experience.
- Apply leadership in all internal training and development.
- Sales and event execution for all events including internal programs.
- Oversees all aspects of the operation including; audiovisual, event set up, event scheduling, event registration, facilities, and parking.
- Generate comprehensive agreements between the University and the customer, by working with risk management, contracts department, parking, and other key entities within the University.
- Develop event staff scheduling and monitor productivity.
- Managing customer event logistics and communications to operations.
- Billing and invoicing for all internal and external customers.
- Manage to purchase food and beverage, event props, and administrative requirements.
- Supervise and lead event coordinators by providing them with adequate resources, communication and build a positive workforce.

Consulting - Sales, Marketing and Event Planning

May 2011-July 2016, Indio, CA

- Client - Rosie's Kids, a non-profit organization that focuses on helping kids be active with community curriculums, sports, and additional programming. The primary goal is to encourage kid's involvement in the community and keep them off the streets.
- Sponsor development and relations, fundraising event development, design and execution

- Spokesperson and representative for Rosie's Kids' founder.

Director of Membership and Marketing, Indio Chamber of Commerce

December 2009-April 2011, Indio, CA

- Developed business relationships with community businesses and organizations to increase membership for the chamber.
- Focused on member retention with communication strategy, assistance in marketing and social media, providing creative promotions to increase visibility in the community, and high-quality service.
- Capture advertising and sponsorship from members for chamber support.
- Benchmarking with other chambers to continue improving the level of service we provided for our members.
- Event planning and execution of Chamber mixers which included; set-up of mixer destination, sponsor material requirements, raffle prizes, set bar service for chamber when needed.
- Responsible for Golf tournament development, sponsors, raffle gifts, grand prize, and agenda.
- Developed promotional programs

Director of Event Planning, Renaissance Esmeralda Resort, and Spa

November 2005-October 2009, Indian Wells, CA

- Managed over 200 events a year that consisted of corporate, association, religious and fraternal companies.
- Developed and created proposals, managed and met customer's budgets, created menus to meet their requirements, and tailored all their event orders to include audiovisual, room sets, and meeting breaks.
- Maintained event satisfaction survey to continue in the top 10 in our company, process and prepared customer's bill.
- Created budget formats using excel for customers that required special menu pricing and communicated any opportunities.
- Managed and led a department of five event managers, four administrative assistants, working side by side with other department leaders.
- Managed all administrative work within the event office, catering budget, department goals, and up-sell incentives.
- Established a friendly work environment within the office and handled all performance development.
- Worked daily with revenue management and strategized opportunities for room occupancy relating to contracted event room blocks, including catering sales and banquet space occupancy.
- Conducted daily briefings with the sales team to capture potential risk and possible event contracts that are not meeting their agreements, and developing a plan for attrition.
- Initial hire as Event Manager in 2005, promoted to Sr Event Manager in 2006 and 2007 led event team as Director of Event Planning.

Sr. Banquet Manager, Marriott Redmond Town Center

June 2004-November 2005, Redmond, WA

- Responsible for the execution of all food function events, company meetings, and audio-visual requirements.
- Managed 75 plus associates, three banquet captains, and two audiovisual technicians.
- Worked with procurement in ordering liquor beverages for the banquets bars and ensured all alcoholic beverages were part of the Gold Standards.
- Responsible for monthly liquor inventory and maintained a 17 to 21 percent liquor cost.
- Assisted in tailoring department schedules and ensured all associates worked along with company standard operating procedures.
- Maintained open communication with engineering, housekeeping, and front desk to report necessary tasks requiring their attention.
- Maintained the parking lot grounds free of waste, emptied ashtrays, hosed down loading dock post events, and reported broken fixtures including burnt-out light bulbs.
- Trained on proper use for using marble and stone floor care on columns, granite, including all service elevators were presentable and serviced with stainless steel polish.
- Worked with equipment over 35 pounds, oversized vacuum cleaners, carpet steamers, placing OZONE machine for quality air in banquet space post events.
- Responsible for all administrative work, worked alongside event managers, chef's and other department managers to ensure perspective communication filtered through.
- Held accountable to ensure guest satisfaction by delivering savvy service to our guests and meeting their needs.

Restaurant Manager, Marriott Crystal City Gateway- Convention Hotel, and Crystal City Marriott (B) size property.

May 2002-June 2004, Arlington, VA

- Managed five outlets that consisted of fine dining, casual American, Starbucks, room service, and a sports bar.
- Managed over 200 plus associates, two managers, and five supervisors. Ensured all company compliances were met by all associates, trained developed associates in keeping guest satisfaction in a solid ranking within the company's goal.
- Handled all aspects of the administrative work for the outlets, assisted in tailoring the outlet's schedules, presented new promotions and training topics to associates and executive members.
- Managed day-to-day productivity and department's budget and conducted proper audits to ensure costs were kept in line.
- Worked with procurement in ordering liquor beverages for the banquets bars and ensured all alcoholic beverages were part of the Gold Standards.
- Responsible for monthly liquor inventory and maintained a 17 to 21 percent liquor cost.
- Certified on all Marriott Liquor standards, developed wine, beer, and spirits menu based on tiers and special promotions.
- Developed a business relationship with local vendors

Crystal City Marriott- Event Service Manager (Training Manager)

December 2001-May 2002, Arlington, VA

- Responsible for the upkeep and cleanliness of all banquet operations, underground theatre, and lobby cleanliness during high occupancy, including banquet overflow.
- Maintained the parking lot grounds free of waste, emptied ashtrays, hosed down loading dock post events, and reported broken fixtures including burnt-out light bulbs.
- Trained on proper use for using marble and stone floor care on columns, granite, including all service elevators were maintained and services kept with stainless steel polish.
- Set up banquet tables to event order details, with proper linen free of stains, clean chairs, and maintain space between attendees adhering to fire-marshal guidelines.
- Worked with equipment over 35 pounds, oversized vacuum cleaners, carpet steamers, placing OZONE machine for quality air in banquet space post events.
- Turned banquet rooms in less than 30 minutes with the team, and ensure standards for setting rooms were within 45 minutes to keep labor in line.

Desert Breezes Resort and Time-Share - Housekeeping Supervisor

June 1999- September 2001, Palm Desert, CA

- Oversee housekeeping and houseman staff shift by properly communicating check-in and check-out rooms, including out-of-service rooms.
- Maintained open communication with engineering and front desk department on rooms vacant and ready, special attention required, including reporting guest items left behind.
- Daily duties: trained on chemical use, discard damaged linen, inventory and par upkeep, ordering, scheduling, and adjusting to property occupancy.
- Reported grounds upkeep and assisted where needed with patio cleanliness, window treatment, and overflowing trash.
- Ensured front drive is free of trash or dirt, worked with engineering to paint damaged walls, in hallways, or rooms.