

PROFILE

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**Sales and Marketing Professional/ Event Planner** with 8 years of work experience in the hospitality and trade show industry, as well as a Bachelor's Degree in International Business.

- o Organized, efficient, and precise with strong communication and liaison skills.
- o Capable at multi-tasking, able to coordinate multiple projects and meet deadlines under pressure.
- o Take-charge professional with exceptional follow-through abilities and detail oriented; able to plan and execute a wide variety of events from concept to successful conclusion.
- o Possesses strong interpersonal skills; proven ability to develop and maintain sound professional relationships with clients and anticipate their needs.

Demonstrated skills in:

- Trade Show/ Event planning
- Catering planning/management
- Restaurant management
- Sales management
- Customer Service Relations
- New Account Development
- Key Account Management
- Contract Negotiations
- Client Needs Assessment
- Small Business Planning
- Small Business Start-up
- Multilingual: German, French

PROFESSIONAL EXPERIENCE

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**SALES AND MARKETING MANAGER** 01/2006 - 07/2007  
Cultuzz USA Inc. - German based E-commerce company providing online sales and marketing in the travel & hospitality industry Kent (WA), USA  
08/2005 - 12/2005  
Berlin, Germany

- o Joined German company to prepare and lead sales initiative of U.S. market entry.
- o Guided incorporation and complete establishment of U.S. sales & marketing office.
- o Identified target market, initiated contact with prospects, developed proposals, and successfully forged account relationships.
- o Promoted products through direct marketing, networking and tradeshow.

**TRADE SHOW - EVENT COORDINATOR** 06/2002 - 07/2005  
NürnbergMesse - International Trade Show and Convention Center Nuremberg, Germany

- o Planned and executed an industry leading, international trade show with over 1000 exhibitors from 47 countries and more than 25,000 trade visitors in a team of 4.
- o Assisted exhibitors in every phase of the event including logistics, transportation, food and beverage, entertainment, and booth design.
- o Demonstrated strong communication skills in both oral and written communication with local and international clients and business partners.
- o Worked closely with vendors and exhibition service partners throughout all phases of strategic and tactical planning to ensure superior service and exhibitor relations.

**FOOD & BEVERAGE MANAGEMENT TRAINEE/ SUPERVISOR** 08/2000 - 02/2002  
Westin Peachtree Plaza Hotel Atlanta (GA), USA

- o Trained in various departments of the largest convention hotel in Downtown Atlanta.
- o Earned rapid promotion to Supervisory position. Moved from Breakfast Café Supervisor to fine dining Sun Dial Restaurant Supervisor within 2 months. Independently managed guest and staff issues in the designated Food & Beverage Outlet as Manager on Duty.
- o Planned, coordinated and executed catering events for 20 - 1000 guests for the tri-level dining complex 'Sun Dial Restaurant, Bar and View', independently, as well as within the management team. Served as the main event planner for catering events of up to 100 guests within the outlet.
- o Created a promotional marketing package and presentations for the fine dining restaurant.
- o Managed a staff of up to 20 employees.

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**PROFESSIONAL EXPERIENCE (CONTINUED)**


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**APPRENTICE FOR HOTEL SPECIALIST** 09/1998 - 06/2000  
Steigenberger Kurhaus Hotel Bad Kissingen, Germany

- Completed a 2 year intensive training in all departments of a 5 star luxury hotel.
- Gained in depth knowledge of upscale European service, food preparation, wine service, meeting and event set-ups, menu planning, etc.

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**FREELANCE WORK EXPERIENCE**


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**PERSONAL ASSISTANT/ ORGANIZER** 10/2006 - Present  
Private Household Bellevue, WA

- Assisted with organization and management of household and home office.
- Planned, coordinated and executed family events (Bar Mitzvah for 100 guests, Dinner buffet for 20-30 guests, 4 course plated dinner for 8 guests, Appetizer buffet for 10 guests).
- Organized the family's home computer network, calendaring and digital media. Edited and produced the family's complete collection (15 years) of home videos.

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**EDUCATION**


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**B.A. WITH HONORS IN INTERNATIONAL BUSINESS** 2002 - 2006  
Georg-Simon-Ohm University of Applied Sciences Nuremberg, Germany

- GPA of 3.4 (grade average: 3.0)
- Emphasis: International Marketing and Global Management
- Top ranking German university for International Business with limited student group of 50 per year
- 90% of classes, exams, papers and presentations conducted in English
- Semester abroad: University of Penang, Malaysia

**VOCATIONAL DEGREE - HOTEL SPECIALIST** 1998 - 2000  
Vocational College Bad Kissingen, Germany

- GPA of 4.0
- Graduated as "Best of Class" out of 100 students
- In-depth studies for hotel industry that accompanies apprenticeship

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**COMPUTER SKILLS**


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- Proficient in Microsoft Office (especially Word, Excel, PowerPoint and Outlook), Internet search techniques, Novell GroupWise, relational Databases, MICROS,
- Knowledge of FrontPage, HTML-programming, Photoshop, Dreamweaver, Windows Movie Maker
- Created own website: [www.petra-damm.de](http://www.petra-damm.de)