

Allison Rocca

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To Whom It May Concern:

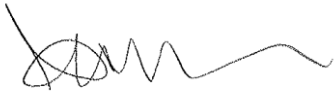
Please accept my application for a Meeting and Event Planner position for your organization. The description for this role parallels my multi-dimensional event planning experience and I am certain my skills would be an asset to your organization. My experience includes event and meeting planning, trade show booth coordination and management, marketing, public relations, large hotel group sales, food and beverage, and hotel operations.

For conference and trade show roles, I am the key planner for all event logistics from contract signature through on-site execution. The skills obtained from these positions include managing multiple tasks and events simultaneously under strict deadlines, planning visits, travel and hotel coordination, event resumes, customized menu selections, Banquet Event Orders and budget reconciliation. I act as the liaison between clients and vendors to ensure flawless trade shows and events, accuracy and critical post-event follow-up for client feedback. My experience as a Sales Manager provided me an ideal foundation for contract negotiation, large group sales, objection resolution, budgeting, creative site visits and more.

In addition to my professional experience, I demonstrate very strong leadership and project management skills. I am proficient in Microsoft Office, meeting management and vendor sourcing tools (Delphi, C-Vent, StarCite, Workfront), Mac and PC operating systems and social media platforms (Twitter, Instagram, Facebook, Pinterest and Hootsuite). I am energetic, motivated, fun and equipped with an extremely strong work ethic, striving to exceed expectations in all situations. I welcome the opportunity to prove myself as a successful asset to your team. My passion for planning events makes me a very strong candidate for this position.

I look forward to the opportunity to further discuss my candidacy at your convenience. Thank you for your time and consideration.

Sincerely,



Allison Rocca