

For the past six years, I have been the Meeting and Special Events Planner/Coordinator for the Sara Ellen & Samuel Weisfeld Center; Event Facility and Performing Arts Center in Dallas, Texas. Due to the economic downturn, my position with the Weisfeld Center has been eliminated. Therefore, I am looking for new opportunities and will be relocating to Austin, Texas, January, 2009.

As the Director of the Center, my responsibilities include facility marketing, business development and client retention. I am responsible for set up and coordination of conferences, workshops, meetings, fundraisers, social events. As the Director of Catering, I plan, present and create menus, hire and direct catering staff.

In non-profit organizational work, and as a leader of the organization, it was my responsibility to work with hotels, venues and vendors of various kinds. It was my team and I who saw to every detail, from workshops, conferences, and conventions, breakout rooms to meeting rooms.

Along with attention to details, I have a reputation for providing exceptional customer service, and a strong positive attitude. I take great pride in what I do and enjoy motivating others to do their best. I create lasting relationships not only with my clients, but also my staff.

I look forward to speaking with you further, to discuss how my skills can benefit your organization.

Letters of recommendation, along with references are available upon request.

Best Regards,

Molly Kristall

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# MOLLY KRISTALL

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## SUMMARY OF EXPERIENCE

Self-motivated, proactive, and accomplished Meeting & Special Events Director/Administrator, with over twenty years of experience directing, managing, coordinating in the public and private sectors; organizing and managing special projects, charity fundraisers, corporate meetings, trade shows and weddings. Industry recognition for being a talented, valuable asset with independent work abilities requiring minimal supervision.

## CONTINUING EDUCATION & TRAINING

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### **2006 – Present Collin County Community College, Event and Meeting Management Program**

Completed Courses: Introduction to Hospitality Management; Introduction to Convention and Meeting Planning, Exhibition and Trade Show Operations Management; Honor Roll; Studying for CMP Certification-Meeting & Event Planning, International Meeting Planning, Convention, Trade Show Planning

### **Computer Skills:**

Introduction & Intermediate Microsoft Word & Excel; Introduction to Microsoft PowerPoint- Austin Community College

## SKILLS

### **Special Event Planning & Coordination**

Trade Shows

Vendor Management

Fundraising

Catering

Non-Profit

### **Sales & Marketing**

Public Speaking

Contract Negotiations

Product & Services Marketing

Team Building / Leadership

Customer Retention

### **Management**

Budget & Project Management

Payroll / Budget / Billing

Customer Service

Personnel Management

**Languages: Spanish, German**

## DETAILED PROFESSIONAL EXPERIENCE

### **Meeting & Special Events Director**

**Sara Ellen & Samuel Weisfeld Center; Performing Arts & Event Facility, Dallas, Texas**

**11/02 – Present**

- Meeting & Event Planner
- Director of Catering, Bar Service
- Oversee set up of all meetings & events
- Setup of breakout rooms; A/V, materials
- Hire staff, vendors and Security
- Buyer of all commodities
- Schedule maintenance and repairs for facility
- Wedding ceremony and reception coordinator-work with bride and family on every aspect of wedding
- Increased overall sales over & Event bookings 50% year to year
- Promote Center through industry meetings, continuing education
- Set up and work trade shows
- Perform Administrative Duties

### **Field Sales Manager**

**Kennedy Group, Austin, Texas**

**1999 –2002**

- Field Sales Manager for seven gift manufacturers
- Territory - Austin, Waco, San Marcos, Kerrville, Fredericksburg and surrounding towns
- Shipped over \$600,000.00 in first year with a 50% annual increase in sales
- Responsible for developing and increasing sales volume in the Central Texas region
- Opened new accounts, expanded existing accounts, increased retention
- Assisted new businesses in creating displays, inventoried and restocked merchandise

**Manager/Coordinator**

**Comedy Tonite, McAllen, Texas**

**1987 – 1991**

- Design, management, and day to day operations of comedy club
- Finished out space, purchased equipment and furnishings
- Decorated club, commissioned artists for design work
- Booked talent , coordinated travel and hotel accommodations
- Procured alcohol, condiments and refreshments
- Managed work schedules and payroll
- Created promotional campaigns and handled all catering
- Responsible for group and individual sales
- Wrote press releases, Work with media on advertising campaigns
- Coordinated special events

**Controller/Office Manager**

**Neuberg & Company, McAllen, TX- Builders/Developers**

**1982-1999**

- Bookkeeping , AR & AP
- Received and tracked payments for rental homes and commercial properties
- Managed the hiring of sub-contractors
- Oversaw maintenance and repairs of rental properties
- Prepared lease agreements & related documentation for vendors/suppliers, sub-contractors
- **Purchasing Agent**

**Associations, Public Service and Civic Affairs**

**Member of Meeting Professionals International- Dallas/Fort Worth Area**

**Member of Women in Film**

**Member Professional Convention Management Association**

**Regional President & Executive Officer** of WRJ Organization- Texas and Oklahoma

**National Board Member**

**ZONTA**; Professional Women's Organization

- Community Service through volunteer work and financial aid to community organizations
- Fundraising and leadership provided to teachers and tutors to support the Literacy Center of Hidalgo County