

Ashleigh Barrall

(Address) (Phone) ashleigh.barrall@gmail.com

Objective

To find a career where I can use my skills and knowledge to become an asset to the organization, contribute my creativity and work ethic towards the success of the company, and grow as a business professional.

Skills / Pertinent Knowledge

Microsoft Office; Marketing and sales; Floor plan layouts; SmartDraw; Public speaking; Budgeting; Product design

Work Experience

- Assistant to the Director of Marketing:** *Turtle & Hughes, Inc.; Plainfield, NJ* **June 2006 - Present**
- Create promotional documents for counter events, open houses, and annual golf event at country club (counter events – 50 attendees; open house – 200 attendees; golf event/dinner – 300 attendees)
 - Maintain database of event attendees including customers, sponsors, and sales team for mail lists
 - Work with creative document software for events including invitations, foursome listings, cross references, and name badges
 - Set up and work at registration tables, aided in finding talent, coordinated sales meetings
- Professional Fundraiser:** *University of New Haven Call Center; West Haven, CT* **October 2010 - May 2014**
- Called alumni and parents of current students to update records, inform them about current school events
 - Personally raised over \$23,000 for scholarships at the University of New Haven
 - Was spokesperson in video production of advertising for fund raising opportunities
- Café Barista:** *Hazell Nut Café; West Haven, CT* **January 2013 - May 2014**
- Aided in increasing revenue for the student run cafe of \$32,587 for the Spring semester
 - Interacted with customers to ensure menu items are to their liking
 - Operated register and ensure cleanliness of the facility
 - Baked pastries, prepared coffee, cooked pizzas, assembled sandwiches
- Assistant Catering Manager:** *Jeffery's Fusion Restaurant; West Haven, CT* **August 2013 - December 2013**
- Created menu designs and cost out menu items; publicized events on campus for the student run restaurant
 - Communicated with purveyors to acquire various materials and alcoholic beverages for student run events
 - Controlled inventory and ensured cleanliness of the facility and equipment
 - Prepared food for events for students and faculty within the department
 - Tracked customer satisfaction through use of comment cards and customer interaction
 - Arranged financial information about progress of Jeffery's Fusion Catering for weekly meetings
- Intern:** *GrilleStone Restaurant and Bar; Scotch Plains, NJ* **May 2013 - January 2014**
- Hosted, bussed tables, prepared food, created advertisements, and ran promotional campaigns
 - Expedited food preparation in the back of the house and oversaw service in the dining area
 - Learned about opening and closing policies, accounting, ordering and receiving products, and safety procedures
- Management Trainee:** *Jeffery's Fusion Restaurant; West Haven, CT* **January 2013 - December 2013**
- Prepared and served meals to students and faculty
 - Organized dining room for events

Education

University of New Haven **August 2012 - May 2014**
BS Hospitality and Tourism Management
Concentration: Hotel and Resort Management; Minor: Music

Certifications

ServSafe Food Safety Certification **May 2013**
ServSafe Alcohol Safety Certification **April 2014**

Community Service

Organized volunteer clean up at Lake Papaiani and was awarded with a Resolution of Recognition from Mayor Jun Choi
Walks: Hands of Hope; Susan G. Komen; City of Hope
Organizations: To Write Love on Her Arms; Day of Silence; Connecticut No Kid Hungry