

AMELIA POKORNY

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Event Director & Recruitment Manager,

Bolt Marketing Group dba Kids Obstacle Challenge (KOC), Portland, OR

June 2016 – July 2020

- Event Director and Recruitment Manager (TA & TM) – January 2019 to July 2020
- Events and Recruitment Manager (TA & TM) – January 2018 to January 2019
- Event and Experiential Marketing Coordinator – August 2017 to January 2018
- Registration Manager and Recruitment Coordinator (TA & TM) – February 2017 to August 2017
- Brand Ambassador – June 2016 to February 2017
- Client Management – Created estimates, proposals, and workback schedules for clients; Managed sponsor relationships by analyzing campaign performance to ensure the client's goals were achieved and execution at each event was flawless; Point of contact for all on-site sponsor and vendors
- Sales – Negotiated pricing for sponsorship and vendor sales including footprint space, goodie bag inserts, branded signage, etc.; Created the Affiliate Program and Corporate Group Ticket Sales Program to increase ticket sales
- Event Director/Manager – Performed site visits to venues to meet with the venue managers and plan out the land for the festival area, parking, course map, etc.; Created the Run of Show for each event giving a breakdown of every task, time of completion, and team members involved for effective set-up, event execution, and tear-down; Managed execution at 26 of the national events during the 2018 and 2019 tours each with 8,000+ attendees; Oversaw all action items that arose from post-event Core Team reports for improvements to ensure success at subsequent events
- Recruiting – Included Talent Acquisition, Talent Management, and some HR; Managed over 550 in-market brand ambassadors, including sourcing, interviewing, hiring, on-boarding, training, and pre- and post-event communications since 2017; Recruited and solidified bookings for over 420 volunteers from over 40 non-profits
- Travel – Managed the \$140K budget including flights, rental cars, Lyft/Uber, and lodging; Booked and coordinated all travel with Core Team and Executives
- Customer Service – Handled customer complaints that arose at the events; Constructed the customer service system back in 2017 which is currently in use today; Trained new customer service team members
- Inventory Management – Ordered and tracked inventory of all event supplies including cups, zip ties, garbage bags/bins, wristbands, waivers, merchandise, bammies, sunscreen, and more
- Production – Coordinated with the Design Team to manage production of branded assets including tents, flags, a-frames, trailer wrap, etc.; Sourced and coordinated production vendors such as port-o-potties, parking attendants, dirt, dumpsters, fencing, excavators, hay, and water

Team Manager, Suja Juice, Portland, OR

January 2016 – July 2016

- Formed new and valuable relationships with event contacts to represent Suja at up to 6,000 attendee events
- Constructed the Juice Crew team by sourcing, interviewing, hiring, training and managing Juice Crew members
- Brought Portland household penetration from 1% to 1.5% in 84 days which made us 3 months ahead of schedule
- Created 7-10 guerrilla and seeding mission plans per week to drive quality consumer interaction and build brand awareness

Assistant Store Manager, Fossil Group, Schaumburg, IL

November 2015 – January 2016

- Maintained a communication log to efficiently update co-managers on the status of daily tasks
- Completed in-depth company training and trained employees to constantly deliver outstanding guest service
- Addressed guest inquiries and resolved complaints with a calm and positive attitude
- Managed daily opening and closing functions

Assistant Store Manager, Abercrombie & Fitch, Schaumburg, IL

April 2015 – November 2015

- Started at Abercrombie Kids and was promoted to Abercrombie & Fitch after only 5 months
- Completed one-week emergency protocol training to protect customers' safety
- Oversaw multi-shift retail operations in areas of sales analysis and reporting, payroll processing, customer service management, vendor relations, budget management, stockroom and receiving
- Managed Talent Acquisition and Talent Management – Sourced, interviewed, on-boarded, and mentored a team of 35+ brand representatives and stock associates
- Improved regional ranking to the best performing store in Asset Protection with less than 1% maintaining average of theft to merchandise sold due to outstanding customer service
- Exceeded quarterly sales objectives by 10%

Education

Marquette University, Milwaukee, WI

September 2010 - December 2014

- Bachelor's Degree in Communication Studies with a focus in Advertising
- Dean's List of Distinguished Students
- St. Ignatius Scholarship for exceptional academic performance and leadership