

Kathryn M. Norris

42 Key Haven Road

Key West, FL 33040

Contact: (305) 587-1964

Email: Kathypeachpromotions@gmail.com

Career Objective:

A candidate with a Masters Degree who ran for political office and has comprehensive knowledge about legislative policies and practices, seeks to work as a legislative aide utilizing social media skills, organization, and managerial abilities developed through experience and education to serve as the legislative aide representative for Key West, FL.

Skills and Knowledge:

- Excellent communication, leadership and time management skills
- Ability to manage press conferences, public meetings and other official gatherings
- Passionate to work and excel in a legislative environment with consistent hard work
- Outstanding computer, office coordination, and personnel management skills
- Excellent knowledge of computer chart, table and graph formatting
- Great communicator with strong demographic knowledge
- Expert in maintaining confidentiality and performing multiple tasks
- Knowledge of conducting research and analyzing constituent issues

Employment History:

Substitute Teacher January 2019- Present

Monroe County, Florida

- Frequently requested substitute for grades 1 through 8; Excellent classroom management skills; Experienced teaching a wide-variety of subject areas.

President and Owner of Peach Promotions

Key West, Florida

Employed Since June 2010 to December 2018

Work Responsibilities:

- Develop and manage online marketing campaigns by effectively driving brand awareness, engagement and traffic to social media pages.
- Achieve a strong, visible social media presence and develop concepts with viral potential. Continuously monitor online public relations and ensure the success of client programs.
- Assess social media marketing strategies to determine rate of return. Identify and tap into new channels to optimize ROI and fuel revenue growth.
- Build a strong base of repeat business and serve as the #1 requested social media consultant.

Assistant Director Fantasy Fest at The Market Share Company

Key West, Florida

Employed from December 2009 to December 2010

Work Responsibilities:

- Managed the Fantasy Fest website and social media outlets.
- Created and sent all press releases to local and Miami media.
- Assisted with grant application for Fantasy Fest 2011.
- Managed all sponsor articles and ads placed into the official Fantasy Fest guide.
- Managed the VIP and press credentials for Fantasy Fest and Super Boats International.
- Oversaw all operations of the Fantasy Fest parade, masquerade march, and street fair.
- Renewed all previous year sponsorships for Fantasy Fest.
- Attended all TDA meetings and created minutes for approval by Board members.
- Responsible for the creation of all brochures, rack cards, newspaper ads, and posters and ensuring their distribution.

Front Desk Manager/Concierge at Old Town Manor, Rose Lane Villas

Key West, Florida

Employed from October 2008 to December 2009

Work Responsibilities:

- Controlled daily room inventory.
- Checked in/out guests of both properties and sell island activities to all guests.
- Followed up on room inquiries via email letters.
- Managed and balanced daily bank intake.

Advertising Consultant and Sales Representative at Cox Auto Trader/Smart Media Solutions, LLC

Norcross, Georgia

Employed from August 2006 to September 2008

Work Responsibilities:

- Overall attainment of revenue results by developing weekly quotas.
- Produce photographs and layout for ads published in weekly magazines.
- Responsible for the creation of ads in assigned territory and submitted before deadlines.
- Collect payments for company provided services and follow appropriate procedures.
- Support the sales process by seeking out potential business opportunities.
- Cultivated client relationships, increasing customer satisfaction and repeat sales.

Executive Administrative Assistant at Zoo Atlanta;

Atlanta, Georgia

Employed from June 2003 to August 2006

Work Responsibilities:

- Provided administrative services to the Chief Financial Officer, VP of Animal Science, VP of Government Relations & Community Affairs, and the Director of Facilities.
- Provided stewardship to top donors and Government officials with VIP tours at the Zoo.
- Directed the planning, marketing, silent auction and execution of all events.
- Reviewed and regularly archive electronic daily keeper reports, maintained animal records files, including current collections, transactions files, and disposition files.
- Prepared bi-weekly animal updates utilizing Microsoft publisher.

**Office Manager at American Connecting Source Meeting Planning
Atlanta, Georgia**

Employed from December 2001 to June 2003

Work Responsibilities:

- Managed a reservations staff of 7 to ensure the daily operations of the sales call center.
- Wrote scripts to successfully sell hotels throughout the east coast for all inbound calls.
- Attended trade shows to promote the company in and out of state.
- Performed duties in the Retention department retaining customers who wanted to cancel.
- Generated nearly \$300,000 of reservation sales.

**Sales Coordinator at Holiday Inn Select
Norcross, Georgia**

Employed from January 2000 to December 2001

Work Responsibilities:

- Distributed and created the Select Advantage Club newsletters and direct mailings.
- Assisted Director of Sales and Director of Catering with marketing report to establish sales quotas
- Managed all group rooming lists and ensured all contracts were signed.
- Assisted the General Manager and Director of sales in obtaining new business within the area.

**Front Desk Supervisor at Interstate Hotel Corporation
St. Petersburg, Florida, Marietta, Georgia**

Employed from April 1996 to January 2000

- Managed front desk staff of 7 to ensure that the daily operations of the front desk, operator, and bell stand were properly executed.
- Controlled the daily room inventory.
- Created weekly schedules and trained all new staff.

Academic Qualifications and Certifications:

- Masters Degree in International Marketing
- American Intercontinental University; 2006

Reference: Available upon request.