

Kimberly L. Kruse

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Experience

Teaching Assistant

Arizona State University, Tempe, Arizona

Aug 2013 – Present

- Assist professor by creating class activities, leading class discussions, and grading student assignments
- Hold office hours and assist students with comprehension and understanding
- Mentor students and act as a bridge to the professor

Assistant Store Manager / Owner Advisor

Tesla Motors, Santa Monica, California (transferred to Scottsdale, Arizona)

Nov 2011 – Present

- Assist in management of Tesla's retail stores in regards to car reservations, pedestrian traffic, and merchandise sales
- Work with the city on green initiatives; Maintain an eco-friendly office through recycling and lower consumption programs
- Mentor a sales team of 10 to consistently perform to company standards through an active leadership role on the sales floor
- Drive and maximize sales through excellent customer service, product knowledge, and education
- Assume responsibility for all aspects of the store's operations in Store Manager's absence

Event Manager and Location Consultant

Estate Weddings and Events, Southern California

Sep 2010 – Mar 2013

- Perform site visits of private estates with pre-qualified clients for three different Southern California counties
- Brief clients on advantages and benefits of our estate rentals and full-service event packages; Execute contracts
- Coordinate event details throughout entire planning process from vendor selection to event execution; Serve as on-site principal for day-of event
- Actively seek out new estates for company portfolio; Attend industry and networking events

Guest Services, Green Concierge

Shore Hotel, Santa Monica, California

Sep 2011 – Mar 2012

- Assist in opening a LEED certified, 4-star hotel which is consistently rated #1 on Trip Advisor and other ranking sites
- Ensure guest satisfaction throughout stay from check-in to check-out, including resolving guest concerns and complaints
- Perform site visits with prospective guests to explore hotel rooms, facilities; Showcase eco-friendly aspects and amenities
- Train new employees on policies, procedures and computer systems

Director of Event Operations and Sales

Independent Contractor, Los Angeles, California

Aug 2010 – Sep 2011

- Planning: Research and contract venues to host events such as industry mixers, cultural events, cruises, sporting events, wine tasting, rotating dinner, holiday parties, etc; Negotiate contracts with exclusive benefits and specials to reduce costs
- Sales: Manage sales of event tickets, VIP reservations and table service at over 50 venues in over 5 cities; Maintain profit margins by meeting or exceeding sales goals
- Marketing: Aid in flyer and poster production and distribution; Advertise via various web postings and social media marketing campaigns
- Production: Hire staff; Prepare detailed event information sheet; Brief staff on event procedures; Supervise day-of will-call, ticket sales and cash drops; Troubleshoot, point person throughout event timeline; Prepare profit sheets after event closure

Assistant PR Liaison/Photo Shoot Coordinator (Jan 2009) and Coordinator, Entertainment & Group Sales

Shutters on the Beach and Hotel Casa Del Mar, Santa Monica, California

Sep 2006 – Sep 2009

- Coordinate booking of on-site productions to maintain proper facility function and use, to provide ideal experience for clients and hotel guests, by blocking space and aligning communications briefings between clients and hotel departments
- Supervise day-of filming, photo shoots and other productions on hotel property; Assist with staffing of events
- Foster relationships with location and production supervisors, magazine editors, and photographers to ensure prominent and positive media portrayal
- Assist Director of Sales with coordination of press junkets, management of corporate accounts, and production of entertainment client events
- Host site visits and familiarization tours to develop and maintain relationships with travel agents, tour managers and guests to secure future bookings; Act as a liaison between various departments to assure satisfaction of guests' needs
- Produce a Training Manual and train all new departmental employees; as Delphi Administrator
- Serve as office manager: vendor management, monitor departmental budgets, order supplies and client gifts, maintain department records and files, manage departmental shipments, supervise maintenance and repair of all office equipment

Facilities Manager promoted from Assistant to the President (Feb 2006)

Sitrick and Company, Los Angeles, California

Aug 2005 – Sep 2006

- Manage the efficient operation of 35-person office: communicate with building management, negotiate contracts with vendors, purchase all office equipment and supplies, supervise mail services, records management, and catering
- Reduce monthly overhead (parking fees, office supplies, lounge supplies, catering, etc.) by 20%
- Collaborate with formation and writing of company's first Assistant Handbook
- Support company president in high profile, strictly confidential Crisis Management Public Relations firm
- Prepare engagement letters, monitor media releases and blogs, proofread and distribute press releases, research client matters, organize calendars and travel arrangements, coordinate schedules, file expense reports, answer phones

Research Associate

Lieberman Research Worldwide, Los Angeles, California

Aug 2004 – Jul 2005

- Coordinate and oversee the workflow of fast-paced research studies for TV commercials, sales demand, and DVD package tests for home videos; delegate responsibilities to 3-person team; solve problems in an efficient and professional manner
- Maintain strong working relationships with Field Department and vendors to secure a profit margin of 40%+
- Verify data and write executive summaries for client reports, prepare PowerPoint deck for client presentations
- Generate questions for focus groups, pull quotes and quantified responses to be used in client report
- Design screeners and questionnaires, create tab and banner specs for more than 50 studies

Education

Arizona State University, Tempe, Arizona

Expected completion 2016

Masters of Sustainable Solutions concentration in International Development

Sustainable Works, Santa Monica, California

Certificate of Green Living and Sustainability

June 2011

Santa Monica College, Santa Monica, California

Environmental Living Workshops

May 2011

University of Miami, Coral Gables, Florida

Bachelor of Business Administration, Cum Laude, Departmental Honors and General Honors

May 2002

- Major: International Finance and Marketing; Minor: Psychology; Cumulative Grade Point Average: 3.8
- Honor Societies: Beta Gamma Sigma (Business), Golden Key (General), Phi Kappa Phi (General), and Psi Chi (Psychology), Dean's List

Skills, Knowledge and Affiliations

- Strong leadership, written and verbal communication, organization, customer service, problem-solving, time management, computer and researching skills
- Notable experience with environmental initiatives, programming logistics, project management/coordination, sponsorship solicitation, fundraising, creative work, scheduling, publicizing, media monitoring, budgeting, and contract negotiations
- Proficient in Microsoft Office, Lightspeed, Delphi, Delphi Diagrams, Opera/Fidelio, and Internet
- Freelance marketing solutions and creative design experience
- Eat Real Festival, Environmental Outreach Volunteer, 2011
- APLA – Fundraiser and Marathon finisher, 2008-2009
- ETC Hotels, Green Committee, Member, 2006-2008; Co-chair 2008-2009
- University of Miami Greater Los Angeles Alumni Chapter, Event Coordinator, 2005-2008
- PADI – Licensed SCUBA driver