



Caitlynn Slaymaker

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Education

Iowa State University

Bachelor of Science

Major: Event Management

Minor: Apparel Merchandising and Design

GPA: 3.74 - Deans List: 7 semesters - Magna Cum Laude

August 2018 - May 2022

Ames, Iowa

Professional Internship

Event Intern

Reiman Gardens

- Educated and trained all new event staff
- Directed potential clients through venue tours
- Assisted with the organization and execution of vendor coordination
- Assisted with event prep, setup, teardown, as well as other special projects
- Assisted with the planning and implementation of both public events and private rentals
- Provided assistance to couples during and before their weddings as their point of contact

April 2021 - October 2021

Ames, Iowa

Work Experience

Senior Consultant

Pure Bridal

- Trains every new employee to meet our standards
- Assists with the visual merchandising of our products
- Provides assistance in appointments and over the phone
- Receive, steam, and check over dresses for quality control
- Extensive knowledge and understanding of our designers and products

September 2019 - Present

Ames, Iowa

Receptionist

Transformations Salon and Spa

- Ordered new products when inventory was low
- Communicated with clients and stylists about appointments
- Provided in-depth knowledge of salon products and services
- Monitored inventory levels to ensure product shelves were full
- Utilized computer knowledge for customer accounts and transactions

February 2018-August 2018

Coralville, Iowa

Key Skills

- Create conceptual event plans
- Analyze post event evaluation
- Incorporation of engagement strategies
- Effectively present event ideas for client review
- Knowledge of best practices in event production
- Social media skills
- Microsoft Excel & PowerPoint
- Adobe Photoshop & Illustrator
- Understanding of A/V systems
- Understanding of innovating marketing techniques

Certifications & Activities

- Cvent Certification
- I-PACT Certification
- Servsafe Certification
- Trained Crowd Manager
- Manage First Certification
- Trend magazine
 - Fashion Forecasting Committee
 - Advertising Assistant Director
 - Advertising Committee
 - Events Director

August 2018-December 2020