

Elaine Planner

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SELECTED TESTIMONALS

"Elaine exudes an air of confidence and control which puts clients at ease and makes co-workers comfortable... This is particularly valuable when working in the ever-changing entertainment industry".

Director
Production Services, Skydome

"I know that events of this nature are difficult to organize and produce, and require a great deal of hard work. "On the Infield" was a very exciting night and I wanted to thank you sincerely for your contribution to this wonderful success."

Premier of Ontario (former)
Queens Park, Toronto

"Elaine's independence and her attention to detail enabled her to solve client issues quickly and efficiently. Her strong decision-making abilities and coordination skills made her a valuable asset to the department."

VP, Marketing & Sales
Stadium Corp. of Ontario
(Skydome)

CAREER SUMMARY

A confident and skilled communicator with demonstrated ability to establish individual and group rapport; possess strong customer service and consultative skills combined with cross-functional expertise in:

**Conference & Meeting Planning ♦ Event Management
Public Relations ♦ Sales & Marketing ♦ Government
Outdoor Recreation ♦ Hospitality ♦ Travel**

Excel in managing multiple projects concurrently, always meeting deadlines and achieving successful results within budgets. Deals tactfully and effectively with difficult situations. Recognized by supervisor as **'a good independent thinker, not afraid to approach and resolve issues'**. Extensive cross-cultural travel/work experience in Africa, Asia, Australia, Central America and Europe. Above average knowledge of Outlook, Lotus Notes Word, Excel and PowerPoint.

RELATED WORK EXPERIENCE

STADIUM CORPORATION OF ONTARIO (SKYDOME)

Event Sales Coordinator

Coordinated and facilitated all events at the renowned 60,000-seat sports facility. Prepared event costings and co-developed departmental budget. Monitored and directed admission policies and procedures during events and non-events for tenants, media, guests and contractors. Prepared and processed Licence Agreements for all events. Supervised and coordinated staffing schedules; managed project-related personnel; evaluated staff performances and provided training and orientation for event staff. Effectively resolved concerns and complaints from guests and tenants.

INSTITUTE FOR INTERNATIONAL RESEARCH, TORONTO

Conference Manager

Planned, coordinated and managed conferences and meetings for corporate clients without exceeding budget. Increased revenue by up to **15%** when a trade show component was added to conferences. Identified, researched and developed program themes and topics for executive-level audiences. Recruited top business leaders for keynotes, panel discussions and seminars. Designed and developed promotional materials for direct mail campaigns. Developed appropriate corporate sponsorships and endorsements for program offerings. Trained and managed conference staff. Coordinated all on-site logistics. Transferred to the Australia office for four months as part of the organization's cross-training practice.

"Her creativity and flare, coupled with her dedication to her work added a wider dimension to both the quality and quantity of our department's output.

Communications Manager
Muscular Dystrophy Association
of Canada

Organizing a party for 500, with ages ranging from tiny tots to grandparents, is a formidable task to contemplate, but everything went like clockwork."

Liaison Office
Young Presidents Organization

"We would like to take this opportunity to express our sincere thanks to you for your assistance in making the XYZ's Sales Conference a great success".

President
L. K. & Associates

MUSCULAR DYSTROPHY ASSOCIATION OF CANADA
Communications Assistant

Created and implemented national and regional awareness campaigns through effective promotional and public relations strategies. Organized special events and conferences in collaboration with Communications Manager and managed day-to-day activities of the Communications unit.

EMPLOYMENT & TRAVEL EXPERIENCES
2000 - 2003

Mar 00–Oct 03: Travelled extensively through Asia, Africa, Australia, Central America, England and Hawaii. Employers during period included Westmark Hotel, Marinas Restaurant, Klondike Kates. Worked intermittently in the hospitality industry – management, retail, guest service/front desk, server. Gained fresh insights into interacting with people of diverse cultures while building on my customer service and interpersonal skills.

Oct 97–Feb 00: Relocated to British Columbia to pursue a career in outdoor recreation. Between October 1997 and February 2000 worked with internationally-acclaimed **Whistler Mountain Ski Corporation** in various capacities – event organizer, ski instructor, lift attendant. **Kumsheen Raft Adventures** as river guide; **Keg Corporation** as restaurant host, and **Department of National Defense** (during the Commonwealth Games) as a civilian driver, transporting civilian and military VIPs.

Jan 94–Sept 97: Stadium Corporation of Ontario (now Skydome)
Oct 92–Dec 94: Institute for International Research, Toronto
Sept 89–Sept 92: Muscular Dystrophy Association of Canada

Prior work experience:

Travel Coordinator, Nordair Inc, Toronto
Assistant to Member of Parliament, House of Commons, Ottawa

EDUCATION

Bachelor of Arts in English Literature, University of Toronto
Certificate in Business Writing, George Brown College
Courses in Events Management and Customer Service

INTERESTS

Cycling & Running (former member, Ontario Triathlon Association)
Kayaking, Camping, Cross-country Skiing
Swimming (former member, Masters Swim Club, Toronto)