June 25, 2020

Dear David Vencis,

Pleased to meet you. I am very excited to apply for the Account Manager role. Let me explain, I am *passionate* about the beverage and hospitality and I have years of experience that will prove to be invaluable to your customers. I am also *passionate* about leadership. Very passionate.

I’ve been waiting for the opportunity to break back into the beverage world. During my time with American Eagle Distribution I managed a territory from Estes Park to Loveland. I became a sales manager with Verizon Wireless, an excellent company, and they developed me into the person I am today. My greatest accomplishments were two-fold. Obtaining #1 KPIs on a regional level and promoting five individuals to next-level positions while underneath my mentorship. After leaving Verizon I wished to gain experience in event operations and was lucky enough to work with a top-performing experiential marketing company in Vail supporting events such as the Burton U.S. Open, Spring Back to Vail, and Gourmet on the Gore. Currently, I work as an Administrative Assistant for GE Renewable and I’ve gained invaluable experience managing payroll and reporting on labor activities to senior management.

What excites me the most about this opportunity is the chance to engage and motivate a team within an industry I love. Being a leader and developing others excites me, so much in fact I chose to study Organizational Leadership for my bachelor’s degree. It also is a position that requires consistency, follow-through, and dedication. I am dependable, consistent, and honest – I will not disappoint should you chose to hire me for this role.

I would like the opportunity to discuss more details in person. My abilities and skill set translate well to this role, and I am available to start immediately! My resume is included in the following pages. After taking a change to review please contact me via phone or email to schedule an interview.

Cheers,

Sara Sarff

**Skills**

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* **Business Management**: **3 years of on-off premise account management; 5 years store management experience**; **1 year of administrative management** excels in oral and written communication; solid administrative skills resultant of office and retail store management experience; extreme proficiency in Microsoft Office and other advanced software applications
* **Leadership experience**; **4 years of leadership experience** experienced leading teams 5 - 15 people; reputation for identifying and promoting talent; excels at making connections and building long-lasting connections
* **Hospitality and Customer Service: 20 years of hospitality experience**; excels at understanding and adapting to the customer perspective; extremely knowledgeable of many types of retail operations; 100% team player

**Experience**

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# Administrative Assistant

***GE Renewable*** Georgetown, CO 09/2019 current

* Responsible for maintaining site labor data for cost analysis and for payroll for a team of 20 – 30 people
* Coordinates service tickets to ensure facility upkeep; manages site invoicing, accounts receivable, and accounts payable for 20+ site vendors
* Elected into GE Green Committee; focused on reducing carbon footprint; created action plan for utilizing trash compactors to reduce haul off costs and gain monetary savings with reduced CO2 emissions
* Responsible for reducing site costs by approximately $2,500 by negotiating lowered rates with established vendors

# Event Production Specialist

***Eximius Productions***Denver, CO/ St. Louis, MO 06/2019 current

* Managed production of Denver BBQ Fest at Mile High Stadium and Q in The Lou in St. Louis; estimated attendance of 20,000 people
* Responsible for coordinating event build with 10 – 15 team members including staging and branding by following a specific diagramed build map
* Assisted in managing vendor and guest relations while focusing on consumer satisfaction; catered to the needs of VIP attendees and Pit Masters to ensure 100% happiness

# Event Production Specialist

***Highline Sports***Vail, CO 11/2018 current

* Contracted to execute production of various events including Burton U.S. Open, Spring Back to Vail, Gourmet on the Gore, and Vail Snow Days; estimated attendance of 20,000 – 25,000 people
* Responsible for event build; executed staging of all areas from start to finish of each event
* Managed marketing collateral while focusing on brand placement and visibility for brand names such as Budweiser, Audi, Titos, Ketel One, Red Bull, and more

# Acting General Manager/Assistant Manager/Sales Representative

***Verizon Wireless*** Longmont, CO 03/2013 to 06/2018

* Coached individuals to achieve both organizational and personal goals; trained, developed, and promoted five entry-level employees into leadership positions
* Achieved #1 Store in top KPIs surrounding sales and customer satisfaction at a regional level 2015/2016
* Responsible for the day-to-day management of all store operations including but not limited to on-boarding, inventory, coaching, providing feedback, merchandising, and facility maintenance

# Sales Representative (On/Off Premise)

***American Eagle Distribution***Loveland, CO 09/2011 to 06/2012

* Coordinated sales and marketing efforts in three cities: Estes Park, Loveland, & Berthoud
* Managed alcohol and beer supply in liquor stores, bars, restaurants, and convenience locations ranging from 10,000 – 15,000 cases weekly
* Responsible for product inventory, quality, and merchandising; dependent upon for collaborative approach, customer satisfaction, and self-management of daily duties and tasks

# Sales, Events, and Marketing Assistant

***Boulder Beer Company***Boulder, CO 03/2009 to 08/2011

* Scheduled and conducted on and off-premise promotional tastings and giveaways
* Prepared, packed, and executed large beer events ranging 200 - 5,000 people
* Conducted tours and hosted trivia at the Boulder Beer pub

**Education**

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**B.S. Organizational Leadership**

Colorado State University - Global Fort Collins, CO 06/2017 to 03/2019

**A.S. Business Marketing**

Normandale Community College Bloomington, MN 08/2006 to 05/2008

**Volunteer Experience**

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## Night to Shine

## *Tim Tebow Foundation* Loveland, CO 2019 - current

American Legion Auxiliary Member

***Post #32 - John Harold Buckley*** Longmont, CO 2018 - current