

# Clara Strassenburgh

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## Marketing Professional

Conscientious, organized, and enthusiastic marketing professional, offering two to three years of relevant experience in the marketing and hospitality industries. Interested in developing the marketing strategy and execution across multiple types of events. Have developed skills in formulating strategic insights, process to effectively execute events, competitive research analysis, gathering of materials for press kits, knowledge of social media platforms, invoice check, inventory management, Microsoft Office, Keynote Presentation, Lean Six Sigma, while maintaining an understanding of emerging trends and technologies.

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## EDUCATION

**St. John Fisher College**, Rochester, NY  
Masters in Business Administration  
General Management Concentration  
May 2013

**Mercyhurst University**, Erie, P.A.  
Bachelor of Arts in Hospitality Management  
Event Management Concentration  
May 2011

## WORK EXPERIENCE

**Martino Flynn LLC**, Rochester, NY

**Front Desk Receptionist/Administrative Services**, 08/'12- 05/'13

- Gathered competitive research for various clients, such as MetLife, Sanako, and Olympus
- Responsible for checking monthly media invoices and updating information into database
- Contributed to blog postings on the MF website
- Assisted with voice overs for Oxy and participated as an extra in the Canandaigua National Bank commercial

**Advertising Account Services Intern**, 05/'12-08/'12

- Effectively directed and prioritized multiple projects, timelines, and research for local and national clients
- Provided research support on new business pitches including industry trends and forecasts for new clients
- Developed creative work orders and collaborated with multiple departments to assist with creative executions
- Productively organized research and creative strategy input for Dick's Sporting Goods Oklahoma Grand Opening

**Harborcreek Youth Services**, Erie, PA

**Event Volunteer**, 02/'11-05/'11

- Assisted with the set-up and execution of Harborcreek Youth Service's 100<sup>th</sup> Annual event
- Provided support through creative work, billing, and media research
- Wrote informative press releases for the keynote speaker
- Developed relationships among cross-functional departments to build strong collaborations to execute event

**Penfield Country Club**, Penfield, NY

**Supervisor for Pool & Golf Snack Bars**, 05/'10-08/'10

- Oversaw daily responsibilities of staff to ensure high quality service and proper execution of tasks
- Successfully coordinated and implemented pool side parties for country club members
- Responsible for recording inventory and developing weekly employee schedules
- Demonstrated leadership qualities by effectively communicating with staff and overcoming obstacles

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**Omni Resort & Spa, Bedford, PA**

**Food & Beverage Intern, 05/'09-08/'09**

- Assisted catering department with the execution of on-site wedding receptions and business seminars
- Participated in special events in the Bedford community that were organized through Omni
- Successfully developed relationships among multiple food and beverage departments
- Exceeded guests expectations by delivering exceptional service, specifically pool side and banquet service

**RELEVANT COURSE WORK**

**Mercyhurst University**

**Meetings and Convention Management, Fall 2009**

- Efficiently managed all details for a wedding reception including design and organizational elements
- Responsible for all accounting and budget planning for event assignments
- Created and prepared a marketing campaign for the Miami International Pow Wow in May 2009
- Developed collateral pieces including brochures and media kits to promote the International Pow Wow

**St John Fisher College**

**Capstone Project, Fall 2012**

- Communicated with professionals in the local community to gather information about the chocolate and coffee industries
- Final report consisted of business strategy, operations, product specifications, marketing, industry, and financials
- Responsible for the marketing, advertising, and industry sections in the final report
- Team members demonstrated professionalism and a high level of organization

**PROFESSIONAL ASSOCIATIONS & ACTIVITIES**

- **Professional Convention Management Association (PCMA)**, member, 01/07-05/11
- **Hospitality Management Association (HMA)**, member, 01/07-05/11
- **NCAA Division II Cross Country & Senior Team Captain**, 08/'07-11/'11