

Grace Higgins

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New Canaan, CT – looking for positions in the NYC – Metropolitan Area

June 20, 2024

To Whom it May Concern,

I am writing to express my interest in an event management position in the New York Metropolitan area. I graduated in May with a Bachelor of Science in Hospitality Industry Management and a Minor in Event Management from the University of Delaware. Along with my experience in event planning and hospitality roles, I am enthusiastic about the opportunity to contribute my skills and assets in the industry.

During my time working with South By Sea, I successfully managed and promoted events on campus, collaborating closely with various campus organizations. My role as a Campus Manager and Leader showcased my skills in social media marketing, strategic planning, and team leadership, where I led a team of eight to drive sales and engagement over the course of two years. This experience gave me the ability to think creatively and strategically to achieve promotional goals.

My internship at ISG provided me with a comprehensive understanding of event planning and execution on a global scale. I gained valuable insights into sourcing venues, collaborating with partners, and developing detailed databases for speaker engagement. Working closely with the Global Events Executives, I was able to enhance my communication skills, ensuring outreach efforts were personal and impactful.

At the Country Club of New Canaan, I served as both Assistant Director and Head Camp Counselor, where I organized events and activities for large groups, delegated responsibilities, and managed daily operations. These roles demanded strong organizational skills, attention to detail, and the ability to manage multiple tasks efficiently.

In addition to my professional experience, I have been actively involved in my sorority on campus, Gamma Phi Beta, where I held leadership roles as Assistant Financial Vice President and Assistant Administrative Vice President. These positions allowed me to manage budgets, plan events, and collaborate with members to achieve financial and organizational goals.

My technical skills include proficiency in Microsoft Office, Google Suite, Instagram, Swoogo, and Smartsheets, along with a certification in Hotel Industry Analytics (CHIA). I am also proficient in French, which enhances my ability to communicate in diverse environments.

I am confident that my background and skills align well with the requirements of this industry. I am eager to bring my passion for the hospitality and event management industry to a new organization. Thank you for considering my application. I look forward to the opportunity to discuss how my experience and skills can benefit your company.

Sincerely,
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EDUCATION

University of Delaware, Newark, DE Graduated: May 2024
Alfred Lerner College of Business & Economics
Bachelor of Science in Hospitality Industry Management
Major: Hospitality Industry Management | Minor: Event Management
GPA: 3.5

EXPERIENCE

South By Sea, Newark, DE July 2021 – June 2024
Campus Manager and Campus Leader (specializing in events)

- Sell T-shirt brand on campus by promoting on social media via 12 posts on Instagram once a month
- Collaborate with onsite campus organizations when they host events to strategize on promotions
- Lead staff of 8 to oversee sales tactics for St. Joseph's University and University of Delaware

ISG (Global Technology Research & Advisory Firm), Stamford, CT June 2023 – July 2023
Global Events Intern

- Learned what goes into planning and executing an event including sourcing hotels, restaurants, collaborating with partners such as AV, security and catering
- Developed a comprehensive speaker database using Smartsheet's and Swoogo which incorporated feedback from past events to help plan out appropriate speakers for future events
- Promoted an upcoming event targeting Alumni and worked closely with the Global Events Executive to ensure outreach to attendees were personal, authentic and meaningful
- Intern program provided a lens into other departments of the company by having executives speak with interns once a week

Country Club of New Canaan, New Canaan, CT June 2021 – August 2022
Assistant Director

- Assisted the Camp Director in planning events for 100 campers and staff such as orientation, team building, and celebrations
- Delegated responsibilities to camp counselors to encourage efficient management of campers
- Oversaw daily activities by keeping track of where all groups were located during key transition times such as lunch, art, and special projects in order to help counselors manage directions and execute tasks

Head Camp Counselor June 2019 – August 2020

- Co-managed twenty campers ages 5-6 for all daily activities
- Assisted daily in transporting campers to and from activities
- Garnered skills for communication, engagement, and organization

CAMPUS & VOLUNTEER INVOLVEMENT

Gamma Phi Beta, Newark, DE December 2022 – Present
Assistant Financial Vice President (AFVP)

- Voted-in as an appointed position and worked directly with the Financial Vice President on Gamma Phi's expenses with a yearly budget of \$550,000
- Collaborated with members to raise \$5,000 for a scholarship fund by promoting merchandise for members to purchase
- Prepare attendance documents used to determine member membership penalties and permissions

Assistant Administrative Vice President (AAVP) December 2021 – December 2022

- Worked with Administrative Vice President to collaborate and plan chapter events
- Scheduled all events/bookings including philanthropy events, chapter meetings and social events
- Planned Parent's Brunch Fall 2022 for 150 guests at a local wedding venue using budget of \$5,000

SKILLS

- Languages: French – proficient
- Computer & Social Media: Microsoft Office, Google, Instagram, Swoogo, Smartsheets
- Certification in Hotel Industry Analytics (CHIA)