

# SHELBY HOPKINS

8711 Prosser Way #308 Huntersville, NC 28216 | 954.205.0065 | Shelbymhopkins@gmail.com

As a multi-passionate & tenacious individual, my career path has taken me from planning weddings, private & corporate events, to creating a successful health coaching business of my own. As I reached unknown potential, my passion for events continually shined through in my coaching work & I have come to see my path is now clearly defined by it. Educated in hospitality & events, while experienced in event execution, planning, sales, marketing, operation, customer attention & creative projects – I look forward to flourishing my skillset further within the event industry.

## EDUCATION

University of Central Florida

***Rosen College of Hospitality Management***

Bachelor of Science in Event Management & Bachelor of Science in Hospitality Management - *Deans List*

## PROFESSIONAL EXPERIENCE

**Heirloom Restaurant Group** (Belmont, NC)

**Catering Manager**

**July 2021 – December 2021**

- Created & instilled SOP for catering procedures regarding buffet, plated or stationed dinner service at new contracted wedding venue holding over 70 weddings a year.
- Hired & managed wait staff & kitchen staff for an encouraging & productive team environment while ensuring quality service & an effective workload for each employee.
- Managed timeline, service quality & execution of all events.
- Created BEOs for each catered event & held weekly meetings to ensure clear communication among management & kitchen staff. Created invoices & scheduled staff through newly researched software programs to alleviate the planning & scheduling process.
- Worked alongside wedding venue management staff to ensure a superior level of service to all couples, discussed pricing structure of menus & nurtured financial relationship with contract.
- Assisted with: staff training for restaurant opening, social media management & cultivating relationships with local vendors for new restaurant location.

**Fort Lauderdale Country Club** (Plantation, FL)

**Sales & Marketing Coordinator**

**March 2019 – July 2021**

- Creation of internal marketing & communication including monthly newsletter, digital ads, and daily emails to membership.
- Utilization of in-house software to enroll new members of the club, as well as update existing membership profiles for organized use.

**Catering & Events Director**

**April 2017 – April 2018**

- Assisted members/guests in planning events and created BEOs to be distributed to all departments
- Maintained department budget, and helped to ensure financial goals are met
- Managed social media, calendar of all departments and creation of catering packages

**Shelby Marie Co. Health Coaching** (Fort Lauderdale, FL)

**Online Health & Fitness Coach – Founder**

**September 2018 – May 2021**

- Assess client lifestyles, addresses health concerns and works with clients to make behavioral, nutritional, and other changes through customized nutrition and exercise plans.
- Management of social media platforms as portal to accrue new clients through target marketing.
- Content creation of all marketing material, social media posts, emails, application forms and educational material such as pdf's, presentations, live coaching sessions on social media and visual teachings.
- Organization and management of all back-end tools for operations, including client excel sheets, workout programs, and client history.

**Marriott Harbor Beach Resort & Spa** (Fort Lauderdale, FL)

**Sales Administrative Assistant**

**October 2018 – March 2019**

- Creation, revisions and distribution of proposals, contracts, addendums, invoices, and amenities.
- Manage Sales Executive calendar, reminders, travel arrangements
- Use in house software to manage sales quotes, opportunities and run reports
- Manage and respond to sales leads that come through multiple channel sources

**Event Concierge****March 2018 – October 2018**

- Met group coordinator prior to functions, made introductions, ensured all arrangements are agreeable.
- Read and analyzed banquet event orders in order to gather guest information, determine proper set up, timeline, specific guest needs, buffets, action stations, etc.

**BPI Sports (Hollywood, FL)****Social Media Coordinator****January 2016- January 2017**

- Recruited social media influencers through multiple platforms while managing a budget
- Prepared reports to update management on usage statistics

**Hello! Florida (Hollywood, FL)****Sales Coordinator****May 2015 – December 2015**

- Created proposals and contracts to meet client's needs & expectations by using in-house software.
- Assisted in administrative needs of Account Executive