

T.K. GROWE

A HOST OF HOSPITALITY



IN SUMMARY...

Hey there! To the right, you'll find a glimpse into my sprawling history of events, service, and brand promotion, by way of a few favorites over the years. To cut a long story short, no matter the scale or tale, I'm your Southern Belle here to sell!

PERSONAL SKILLS

effective listener
people-person
interactive
outgoing
trendy
proactive
observant
hospitable

CONTACT

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WORK BACKGROUND

Lead Promotional Specialist

TEAM ENTERPRISES | WEST COAST REGION MAY 2023 - PRESENT

Engage with and influence consumers to create excitement for a given brand:

- train with regional manager, go out on assignment, then report results
- execute fun, themed events at local pop-ups, retail locations, bars, etc.
- distribute marketing materials, promotional items
- encourage consumers to sample product and participate in activation
- positively represent brand with an attractive, polished appearance

Event Captain

CONTEMPORARY CATERING | SOUTHERN CALIFORNIA AUG 2021 - PRESENT

Lead smooth service of front-of-house team at an array of events, including:

- in-home functions for celebrity clients, such as Vin Diesel's daughter's 14th birthday party at their personal home
- Gucci Fashion Show, "Love Parade", backstage/VIP suites
- TV network press days, ex: pre-opening of Freeform's Halloween Road
- activation of household name brands, such as Maybelline's new mascara launch or Jack Daniels + Coca Cola collaboration premiere
- Fine art banquets, high-end weddings, corporate luncheons, ...

Signature Server

ONE EVENTS STAFFING | GREATER LOS ANGELES JAN 2017 - SEPT 2022

Worked cohesively to ensure guest satisfaction by attentiveness to both guest needs, as well as those of teammates, at an array of events, including:

- Baby2Baby Gala
- Netflix Premiere parties
- MTV Awards, InStyle Awards, Oscars
- Academy (AMPAS) receptions
- Emmy's Governor's Ball

Champagne Bar Bartender

NEIMAN MARCUS | BEVERLY HILLS, CA NOV 2016 - AUG 2019

- Catered to a discerning clientele, providing exceptional customer service
- Anticipated needs of guests by paying attention to nonverbal cues
- Engaged respectfully, serving beverages throughout NM for VIP guests
- Attended to shoppers on sales floor in absence of salesperson

VIP Beverage Team Member

L'AUBERGE RESORT HOTEL | BATON ROUGE, LA JAN 2015 - OCT 2016

- Entertained in costume at a range of upscale events
- Serviced special events, various roles: model, bartender, server, hostess

ACADEMIC ATTAINMENT

University of Louisiana

Lafayette, Louisiana

BACHELOR OF ARTS IN BROADCAST JOURNALISM, 2015

- Outstanding Graduate honoree, Department of Communication, 2015
- Who's Who Among American Universities and Colleges honoree, 2014

