

ALEXANDRA ARRIETA

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EDUCATION

Bachelor of Science in Tourism and Hospitality Management, December 2020,
Northern Illinois University, DeKalb, Illinois

Associate in Applied Science in Hospitality Management, 2015-2018,
Joliet Junior College, Joliet, Illinois

Certificate of Completion and Certificate of Achievement in Hotel Management, 2015-2017

Honors: Phi Theta Kappa Honor Society, January 2016-2020

Cumulative GPA: 3.9/4.0

CERTIFICATIONS & SKILLS

Certifications/Training: Food Sanitation and Safety Training, BASSETT, AML Training

Skills: Microsoft Office (Excel, Word, Outlook, Publisher and Access), knowledge of CMS and LMS systems

Languages: fluent in Ukrainian and Russian, conversant in Polish

WORK EXPERIENCE

October 2021 - present:

Promotional Model/Brand Ambassador/Hostess for different marketing agencies.

- Promoted various brands for Bacardi, Beam Suntory, LaCroix, Celsius, Corona, OleSmoky, Buzzbals, Jameson, Tito's, etc. by providing consumers with knowledge and insight on beverage products through facts, samples, and giveaways.
- Increased product sales by 75% during every off-premise activation.
- Submitted detailed recaps for inventory, consumer feedback about the product, and material used.

TRADE SHOWS

*NACS 2021 - **BioSteel** - Promotional specialist - TEAM Enterprises*

*CITGO 2022 - **CELSIUS** - BA - SJL Modeling*

*IMTS 2022 - **MP Solutions** - Assistant - About Face Models*

*NBWA 2022 - **METABEV** - BA - M&G Agency*

Trinity Health Freedom Expo 2022 - BA - Paradym Group

AHA 2022 - BA - ENVE Models

*RSNA 2022 - **Canon** - Ultrasound model - Fusion Promotions*

*Chicago auto show 2023 - **Toyota** - BA - Promotions Plus*

*MWFOA 2023 - **Celsius** - BA - SJL Modeling*

*ABS 2023 - **Epres** - BA - ENVE Models*

AUA 2023 - Circulation Ambassador - CMT Agency

NRA 2023 - BA - Paradym Group

ASCO 2023 - Hostess - Lead Detectors

*Champs 2023 - BA - **Flurish Collective***

*KeHe Summer Expo 2023 - BA - **Grub EZ/ProDough** - Convention Models*

*IFT 2023 - **InterFiber** - BA/hot dog server - Brand Besties*

FABTECH 2023 - OmegaCube Technologies - BA - Convention Models

PLMA 2023 - **Global Foods Intl** - BA - Lead Detectors
RSNA 2023 - **GE Healthcare** - Ultrasound model - CMT Agency

GOLF COURSE EVENTS

Cog Hill golf outing 2022 - **TITO'S VODKA** - ABS Marketing
Mistwood GC 2022 - **JAMESON seltzer** - Signature Marketing
Mistwood GC 2022 - **ABSOLUT RTD cocktails** - Signature Marketing
LIV golf tournament 2022 - Hostess - Brand Besties
NV5 Golf Tournament 2023 - **Corona** - BA - Michele & Group

OTHER EVENTS

SAIL GRAND PRIX 2022 Chicago - BA/all hands on deck - Models in Tech
OPA Powerboat racing 2022 in Michigan City, IN - BA for **CELSIUS** - SJL Modeling
Amazon EDV Launch Chicago Event - BA/All hands on deck - TEAM Enterprises
HOKA half marathon Chicago - BA for **CELSIUS** - SJL Modeling
Batiste Recess tour Chicago - **Batiste Dry Shampoo** - BA - Brand Besties
Mike's Hard Lemonade Chicago - Paradym Group - BA
Macy's Celebrity Meet/Greet - SPG Talent - BA
Radiance Festival - **Corona** - Michele & Group - BA
BMW grand reveal VIP event - **BMW** - B2E promo - BA
Blackhawks game - **Constellation Energy** - Imperial Branding - BA
Bumble Unwell tour - Brand Besties - BA
LaMarca afterparty for Unwell tour - Team Enterprises - BA

FESTIVALS

WHISKEY FEST 2022 in Chicago - **Birdog whiskey/Calumet Whiskey** - BA - Tweed & Tonic
WHISKEY X 2021-22 in Chicago - **Birdog whiskey/Calumet Whiskey** - BA - Tweed & Tonic
Taste of Randolph Chicago 2023 - **Pacifico** - BA - Michele & Group
WestFest Chicago 2023 - **ZenB pasta tour** - Encore Nationwide - Pasta Server/BA
Hot Sauce Festival 2023 - **Beam Suntory** - BA - On the Mark Demos
My House Music Festival 2023 - **Corona** - BA - Michele & Group
North Coast Music Festival 2023 - **Beam Suntory** - BA - On the Mark Demos
Radiance Festival 2022-2023 - **Corona** - BA - Michele & Group

VIP Hospitality Host, Harrah's Joliet Casino and Hotel, Joliet, IL

October 2018 – October 2020

- Greeted guests in the casino with enthusiasm and participated in special promotions.
- Used sound judgment and made decisions in accordance with established comp and expense guidelines.
- Effectively handled high-pressure situations in a calm, professional and prudent manner.
- Maintained close ties with customers to engender loyalty.
- Anticipated, responded to and consistently met or exceeded the needs of guests including, but not limited to, transportation and accommodation arrangements.
- Seamlessly coordinated with Account Development team, Executive Host team, and employees throughout property (e.g. Credit, Gaming, Hotel, Food & Beverage, Transportation) to create successful delivery of pre-trip itinerary.
- Proactively identified and resolved service failures; taking immediate action to resolve service gaps and cement player loyalty and intent to return by using comp authority or making exceptions.

VIP Coordinator, Harrah's Joliet Casino and Hotel, Joliet, IL

June 2017 - October 2018

- Answered inbound guest calls and Host on Duty calls utilizing customer service.
- Swiped Seven Star and Diamond members into Casino Management System (CMS) upon check-in to the Diamond Lounge promoting personalized guests experience.
- Made hotel, restaurant, transportation and special events reservations by smoothly prioritizing and analyzing data.
- Issued complimentaries per VIP Hosts, as well as effectively coordinating with Account Development team when necessary.
- Utilized three separate computer systems simultaneously to maximum effectiveness demonstrating flexibility.

Steakhouse Hostess, Harrah's Joliet Casino and Hotel, Joliet, IL

October 2016 - June 2017

- Immediately welcomed all guests using first/last name to promote a welcoming atmosphere of customer experience.
- Seated guests in a timely manner and provided essential information regarding outlet while ensuring a smooth handoff to service staff.
- Sincerely thanked all guests and provided a warm farewell upon exit from outlet.

INTELLECTUAL FLUENCY EXPERIENCE

Study abroad: Ternopil National Economic University, Ternopil, Ukraine, 2013-2014

Fields of knowledge: International Marketing/Management

- Increased understanding of foreign methods of marketing and customer relations.
- Expanded my knowledge above and beyond normal American education.