

# Amanda Kuff

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## Objective

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To obtain a position in a reputed company utilizing social marketing skills and hospitality experience.

## Experience

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### **Collins Center for Public Policy**

**March 2010-October 2012**

Extended outreach to homeowners of all Florida judicial circuits experiencing foreclosure • Persuaded homeowners to enroll in mediation program • Managed and scheduled mediations while also conducting receptionist duties • Created customer feedback platform • Initiated recycling program

### **Project X Printing and Marketing**

**January 2010-May 2010**

Led promotional street team during hectic holiday weekend • Assisted in creating promotional flyers and business cards • Generated publicity for night clubs and lounges

### **Club Space and Club Dream**

**December 2009-February 2010**

Promoted upscale nightlife venues via social media • Hosted exclusive events in a demanding Miami market • Sold table reservations to VIP clientele • Maintained high volume of contacts for guest list

### **Canyon Ranch Hotel and Spa Miami Beach**

**September 2009-November 2009**

Guided tours of hotel amenities and rooms to encourage guest reservation • Trained in housekeeping, restaurant, and pool bar • Processed guest check in and check out • Proficient in Opera hotel operating system

### **Loews Miami Beach Hotel**

**August 2008-August 2009**

Effectively transitioned to a new property management system while hotel was at 90% occupancy • Awarded for upselling the most suites • Assisted as Barista in hotel café • Proficient in Micros Food & Beverage operating system • Handled guest complaints and concerns with minimal hotel compensation

## Education

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### **Florida State University**

**August 2011-May 2013**

Bachelor of Arts in Media/Communication Studies • Hospitality minor • GPA: 3.3  
Led various study groups • Created and implemented Social Marketing Campaign on campus • Surveyed student body for research

## Skills

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Event Planning • Social Marketing • Nightlife Promotion • Customer Service • Research • Cross Cultural Communication • Networking • Fluent in Portuguese & Spanish • High Computer Proficiency