



# BAILEY LASKOWSKI

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## SUMMARY

In May 2018 I graduated from the College of Charleston with a Bachelor of the Arts degree in Communication and Marketing.

Since graduating, I've had many travel articles published in a local magazine and have created content for a wide range of social media accounts.

Throughout my studies, I learned the ins and outs of marketing & advertising while presenting campaigns and thoroughly researching multiple brands. I pride myself on my outstanding customer service skills as well as my innovative nature and efficiency. I've been able to turn my interest in event planning into skills and practice through my work with the Charleston Wine + Food Festival and during Nasa's Solar Eclipse production. I'm eager to use my eloquent writing abilities, social media experience, and charismatic drive in all my future endeavors.

## ACTIVITIES

- Member of Lambda Pi Eta, honor society of the National Communication Association
- Member of the Mentor Protégé program at the College of Charleston
- College of Charleston Yoga teaching assistant
- Habitat for Humanity Volunteer
- Charleston Animal Society Volunteer
- Charleston Parks Conservancy Volunteer

## EXPERIENCE

### 1.) URBAN NIRVANA SPA

*GUEST SERVICES JULY 2019-PRESENT*

I ORGANIZE AND OPTIMIZE THE DAILY SCHEDULE OF APPOINTMENTS WHILE PROVIDING EXCEPTIONAL CUSTOMER SERVICE TO GUESTS. I UPSELL PRODUCTS AND SERVICES TO SURPASS MONTHLY SALES QUOTAS. I ASSIST IN SOCIAL MEDIA PRODUCTION AND DELEGATE RESPONSIBILITIES FOR FRONT AND BACK OF HOUSE.

### 2.) HYATT PLACE/ HYATT HOUSE, CHARLESTON SC

*FRONT DESK SUPERVISOR, MARCH 2019 - JUNE 2019*

I MANAGED THE DAY TO DAY TASKS OF THE FRONT DESK AND HANDLED ALL CONCERNS OF EACH GUEST. PROVIDING EXCEPTIONAL HOSPITALITY AND ENSURING CUSTOMER SATISFACTION FOR EACH GUEST WAS OF THE UPMOST IMPORTANCE

### 3.) FISHER CREATIVE, CHARLESTON SC

*MARKETING ASSISTANT, MAY 2017 - JANUARY 2019*

I'VE BEEN ABLE TO MANAGE MULTIPLE SOCIAL MEDIA ACCOUNTS FOR CLIENTS WHILE UPDATING EVENT CALENDARS AND CONTACT INFORMATION. I WRITE WEEKLY ONLINE BLOGS AS WELL AS ARTICLES THAT ARE PUBLISHED IN A LOCAL TRAVEL MAGAZINE EVERY QUARTER. I CREATE MONTHLY BLOGS AND TRAVELER TIPS FOR THE WEBSITE AS WELL.

### 4.) POUNCE CAT CAFÉ, CHARLESTON SC

*STORE MANAGER, SEPTEMBER 2017-FEBRUARY 2019*

I OFFERED OVER THE TOP CUSTOMER SERVICE IN ORDER TO CREATE A POSITIVE ONCE IN A LIFETIME EXPERIENCE FOR CUSTOMERS. I'M IN CHARGE OF CONSISTENTLY CREATING AND POSTING SOCIAL MEDIA CONTENT WHICH HAS ALLOWED ME TO IMPROVE MY PHOTOGRAPHY SKILLS AND CREATIVITY. I HAVE GAINED EXPERIENCE WORKING BEHIND THE BAR WHILE SERVING VARIOUS BRANDS OF BEER AND WINE. I ASSIST IN ADVERTISING MAJOR EVENTS. OUR STORE HAS THE HIGHEST ADOPTION RATE IN THE COUNTRY AND A LARGE SOCIAL MEDIA FOLLOWING.

### 5.) NASA, CHARLESTON SC

*EVENT INTERN, AUGUST 2017*

I WORKED SIDE BY SIDE WITH THE HEAD OF COMMUNICATION AT NASA TO ENSURE A SMOOTH PRODUCTION DURING THE 2017 SOLAR ECLIPSE. I STAYED ON MY TOES AND HELPED THE VARYING CREWS IN ANY WAY I COULD. SEEING WHAT WENT INTO A MAJOR PRODUCTION ALLOWED ME TO APPRECIATE THE UPBEAT AND FAST-PACED ENVIRONMENT WHILE LEARNING VALUABLE SKILLS THAT CONTRIBUTE TO MAKING EVENTS AND PRODUCTIONS SUCCESSFUL.

### 6.) CHARLESTON WINE + FOOD, CHARLESTON SC

*FELLOW, AUGUST 2017- MAY 2018*

I WAS A MEMBER OF THE PUBLIC RELATIONS COHORT THAT EMPHASIZED RELATIONSHIPS WITH COMMUNITY PARTNERSHIPS. WE WERE REQUIRED TO CREATE STRATEGIC PLANS FOR THE FESTIVAL AND EXECUTE THEM. DURING THE FESTIVAL MY COHORT OVERSAW THE ENTIRE PRODUCTION AND DIRECTED MEDIA TO POINTS OF INTEREST. MY TEAM CREATED A NEW BLOG SERIES TO HIGHLIGHT A NEW PARTNERSHIP WHICH WAS VALUED AT 14.35% OF THE ENTIRE WEBSITE. MY COLLEAGUE AND I PITCHED A PRESS RELEASE TO THE POST & COURIER AND IT WAS PUBLISHED ON THE FRONT PAGE WITH AT LEAST 246,000 VIEWS NOT INCLUDING ONLINE IMPRESSIONS.

## EDUCATION

COLLEGE OF CHARLESTON

CHARLESTON, SOUTH CAROLINA

Bachelor of Arts in Communication, May 2018

Minor in Marketing

