

# erin baker

**profile:** Highly motivated, dedicated and ambitious professional with a broad background of coordinating projects, planning events, and ensuring a high level of customer satisfaction. Focuses include campaign strategy, planning, budgeting, execution, and post-campaign evaluations.

**education:** The Illinois Institute of Art – Chicago  
BA, Advertising, December 2008

**employment:** Pinot's Palette, Des Moines, Iowa, March 2014 - Present

Owner and Operator

Solely responsible for all business decisions, including calendar planning, staff management, marketing/advertising  
Facilitate private parties of varied size and needs, from inquiry to execution. Includes adult parties, kid's parties, corporate events, etc.

Manage all aspects of staffing for nine part time employees including scheduling, payroll, training, management

Coordination of all daily operations including inventory management, marketing, customer requests

Coordinate off-site community and marketing events including The Des Moines Arts Festival

**Momentum, Chicago, Illinois, August 2012 - July 2013**

Account Executive, Kraft

Worked across multiple internal departments through conception and creative development of both consumer promotions and large scale events

Managed budgets and negotiated pricing through external vendors

Managed all event logistics including hotel load in/load out, catering requests, shipping and freight coordination, inventory management, set up and tear down schedule and oversee all local staff before, during, and after events

**Draftfcb, Chicago, Illinois, October 2011 - June 2012**

Account Executive, CenturyLink

Worked as the liaison between the client and the multiple departments within the agency to ensure the client's needs and goals are met

Reviewed and presented concepts, layouts, and copies to the client for approval

Maintained the ability to communicate clearly both verbally and in writing at all times

**Marketing Werks Inc., Chicago, Illinois, January 2008 - July 2011**

Account Manager, Verizon

Planned and executed sports sponsorship activations in a variety of athletic venues, nationwide

Trained and managed 40+ staff members on multiple experiential marketing programs including collegiate, professional, and action sports events, mobile vehicle tours, street teams, grassroots, and retail events

Assisted in creation and management of budgets totaling over \$3 million dollars for the fiscal year

Coordinated all logistical information for special events

Executed specialized client projects and requests; worked across several programs simultaneously

Was responsible for all aspects of event management including proposal planning, transportation arrangements,

hotel attrition/cancellation negotiations, and production of event site build and creative materials

Built positive relationships and develop great rapport with event site contacts and regional clients

**community involvement:** Variety - the Children's Charity

VP of Communications, Young Variety Board

**Blank Children's Hospital Festival of Trees and Lights Gala**

Committee Member

**skills:** Proficient in MS Office

Knowledgeable in both PC and Mac formats

Experienced in Adobe Creative Suite

Experienced in iMovie '09

**awards:** "Best in Show" - ILIC Graduate Portfolio Show

erinking81@gmail.com | #312.919.4903 | 325 58th St. Des Moines, IA 50312