

# Kimberly A. Read

Executive Assistant

561 412 5628 hello@sageexecutiveassistants.com

I am a well-qualified customer service professional with 15+ years of experience working for prominent organizations. My goal is always to ensure an exceptional experience for each client through service excellence and personal attention to detail.

## SKILLS:

- Leadership
- Accountability
- Customer Service
- Adaptability
- Improving Efficiency
- Attention to Detail
- Problem Solving
- Self-motivation
- Communication
- Positive Attitude
- Time Management

## EXPERTISE

- Event Planning/Management
- Project Management
- Administration
- Budgeting
- Marketing
- Logistics

## PROFESSIONAL AFFILIATIONS

- California Society of Association Executives
- Meeting Professionals International
- Professional Convention Management Association

- PC & MAC Platforms
- Microsoft Office Suite
- Google Suite
- QuickBooks

## TECHNICAL SKILLS

- Webinars
- Asana
- Autotask Workplace
- WordPress
- Zoom
- Raiser's Edge
- Constant Contact
- Salesforce
- Adobe

## COMMISSION

- California Commissioned Notary Public
- License 2066757

## PROFESSIONAL EXPERIENCE

### 2004–Present ADMINISTRATIVE-EVENTS CONSULTANT/CONTRACTOR

- *Founded this fully licensed, bonded & insured independent Consultant/Contractor Company. Responsible for acquiring client projects and retention.*
- Clients have included: Chochmat Halev, Kol Hadash, Society of Professionals in Healthcare, Careerbuilder.com, Women Health Care Executives and Healthcare Businesswomen's Association, Alitha Young Art and Larkin Street Youth Services
- 15+ years of fundraising/sales experience for events \$10,000 to \$1,000,000 in revenue
- 8+ years of administrative experience with C-level executives – handling professional and personal tasks
- 8+ yrs. client management experience with non-profit and profit organizations
- California Commissioned Notary Public
- Extensive Marketing Program Management – focus on social media
- Event Management experience: Live/Silent Auctions, Trade Shows, National Marketing Tour, Walk-a-thons, Races, Galas, Symposiums, Golf Tournaments, Educational Conferences, High Holidays and Outreach Programs
- Ability and desire to exceed client expectations

### 2003–2004 California Trucking Association DIRECTOR OF EVENTS

- *Responsible for the planning, sales and management of the International Trucking Show held at the Anaheim Convention Center.*
- Show Manager for a 1.5-million-dollar tradeshow that included 250+ exhibitors, 15,000 attendees, 25 seminars & several on/off-site meetings/events.
- Oversaw internal staff of (3), external staff of (14) & volunteers (15+).
- Negotiated contracts between clients, speakers, entertainment, hotels, outside vendors, decorators, audio-visual, catering & meeting sites.
- Developed marketing materials such as brochures, scripts & invitations

### 2000–2003 Moscone Convention Center/SMG EVENT MANAGER

- *Event management that included the following shows: Oracle, JAVA, PCBC, California Dental, Fancy Food & Gift Show*
- Organized and implemented meetings, tradeshows, conventions & events for 25-15,000 attendees.
- Managed, motivated and trained staff of 15.
- Coordinated/negotiated work between clients, outside vendors, decorators, audio-visual, catering & facility services.
- Consistently met or exceeded sales/budgetary goals.

1998-2000 **Walters Golf**  
**DIRECTOR OF CATERING**

- *Catering direction for (3) golf properties that included Fairway to Heaven, golf tournaments, weddings and fundraisers*
- Managed and coordinated daily sales activities for (5) staff members for off- site events & (3) golf/banquet facilities.
- Directed hiring, training and performance evaluations to develop and control sales program.
- Coordinator of tradeshow, marketing and public relations opportunities.
- Increased sales by 35% - establishing sales territories, quotas and goals.

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## EDUCATION

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1990-1995 **CSU, Sacramento**  
**Business Administration**  
Major - Marketing  
Minor - Business Management

2015 **Global Association for Quality Management (GAQM)®**  
**CERTIFIED PROJECT MANAGER**