

# Jenni Eddie

509 831 5773 | jennikayeddie@gmail.com  
47002 North Wilgus Rd, Prosser, WA 98930

## Work Experience

- 
- Benton City, WA  
March 2015 – Present
- Chandler Reach Estate Vineyards**, Assistant to General Manager/ Wine Industry Professional  
*Marketing, Sales, Public Relations, and Event Planning*
- Actively participate in industry-wide events as a professional representative/ maintain a strong presence in the business community through networking events, chamber luncheons and auctions.
  - Responsible for creating promotional events to increase brand awareness and foster relationships with current and potential Wine Club members.
  - Successfully execute/ manage events ranging from corporate dinners and holiday parties to large weddings and social events (revise and renew vendor contracts as needed).
  - Create and distribute monthly/ weekly newsletters to inform customers of upcoming events, sales, and awards received.
  - Design successful advertisements for inclusion in publications such as: Tri- City Herald, Tri cities Area Journal of Business, Chamber of Commerce and Tourism Newsletters, Washington Wine Commission, and Local Wine Events.
  - Maintain social media platforms and website design/ content.
  - Supervise and develop opportunities to train staff on best practice strategies and sales initiatives.
  - Staff and facilitate the development and implementation of strategic plans, including training, recruiting, hiring and terminating employees.
  - Manage 1,000+ club member accounts (updating, verifying, profiling and out-reach)
  - Uphold world-class customer service, tasting room presentation and continuously continuing industry education.
- Spokane, WA  
Jun 2013 – Oct 2014
- Spokane Shock**, Marketing and Sales  
*Cultivated results while motivating sales and a positive work experience*
- Wrote radio and commercial aids for the Arena Football team generating successful fan awareness/ involvement.
  - Developed Internet site music videos for social networking sites that increased fan involvement/ participation.
  - Generated new ideas for marketing team and produced action plan to better reach millennials.
  - Tracked and reported progress with social media outlets that helped cultivated a connection with the community.
- Cheney, WA  
July 2011 – Mar 2014
- Eastern Washington University**, Marketing and Customer Experience Representative
- Spearheaded month-long event for breast cancer awareness attended by 400+ over a series of three days (Still executed today).
  - Managed tracking of sales and inventory of \$10,000+ and bank deposits, successfully saving the facility varied amounts of money each month.
  - Monitored daily exchange of money amongst college students, faculty, and community members.
  - Streamlined annual marketing strategies and arranged event logistics resulting in a month-to-month marketing system.

## Education

- 
- Cheney, WA  
Aug 2010 – Mar 2015
- Eastern Washington University, School of Business**  
Bachelor Business Administration  
Major: Marketing, Minor: Finance

## Leadership

- 
- Cheney, WA  
Aug 2011 – Mar 2015
- Alpha Kappa Psi Business Fraternity**, Membership Committee
- Restructured recruitment process with a new application and new recruitment events to better communicate the ideals of the fraternity and create new lines of communication between current and potential members.
  - Collaborated with committee of 5 to successfully execute a two weeklong Membership Recruitment Process with 8 events attended by 200+ people.
  - Optimized networking events, cultivated trusted relationships, inspired excitement and drafted action plans for projects.
- Cheney, WA  
Aug 2011 – Dec 2013
- Les Mills Fitness Instructor**, Body Jam, Yoga, and Zumba
- Encouraged students, faculty, and the community to meet their fitness goals and achieve a healthier lifestyle.
  - Managed class credits, logging 40+ students in and out of class 2-4 days a week.
  - Participated as an instructor for a Zumba-A-Thon with 200+ attendees, raising \$5,000 for the American Cancer Society.
  - Independently responsible for class execution and projected the ability to thrive in deadline-driven, fast-changing and sometimes ambiguous environments.

## Honors, Awards, Activities, and Skills

- 
- Professional Business Fraternity (Alpha Kappa Psi)
  - Eastern Washington University School of Business, Teaching Assistant/ Tutor
  - American Marketing Association
  - Eastern Washington University Fitness Instructor
  - Yakima Valley Tourism, Professional Representative
  - Prosser Chamber of Commerce
  - Richland Chamber of Commerce
  - Prosser Tourism Committee, Professional Representative
  - National Down Syndrome Society, Volunteer
  - Jubilee Reach, Children's Foundation
  - 2<sup>nd</sup> Harvest Food Bank, Volunteer
  - Elementary proficiency in Spanish

References Available Upon Request