

Tasha Blackwell



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Objective

To obtain a management position where my vast skills in project management and marketing will be utilized to advance the company in a competitive market.

Highlights of Qualifications

- Self motivated and organized professionally skilled in facilitating projects and utilizing all resources to achieve goals.
- Well spoken clear communicator; with ability to create training for diverse groups and settings.
- Dedicated team leader and motivator with a strong commitment to providing high quality support and excellent problem solving skills to meet all organizational and production needs.

Education

American Intercontinental University, Los Angeles, California
BBA, International Business Marketing Concentration: Marketing

Experience

Pagoda Direct English

Seoul, South Korea

ESL Instructor/Native Tutor

August 2009-August 2010

- Taught courses in ESL, focusing on academic English skills, such as writing, vocabulary, reading of college-level texts, listening and oral presentations.
- Assisted the Director of ESL services in curriculum development and program evaluation.
- Developed and taught Business For ESL.
- Assisted in testing of ESL students and involved in the on-going development and evaluation of the ESL curriculum.

Ansan SLP

Ansan, South Korea

Kindergarten Teacher/ESL Instructor

August 2008-August 2009

- Created English exercises and activities to conjure students interest in studying the English Language.
- ESL Teacher of children ranging in age from kindergarteners to high school seniors. Primarily responsible for teaching speaking, listening, and grammar.
- Instituted typing of lesson plans, a policy which was adopted by all English section members with time savings of 1-2 hours per week per employee.
- Implemented advertising in morning lessons contracted by kindergartens, with distribution to about 500 prospective students an average of once every two weeks
- Manage the daily education of 10 separate classes containing on average 10 students each.

**Single Parent Alliance and Resource Center
Atlanta, Georgia**

Communications Director

November 2007 to August 2008

- Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations program.
- Responsible for enhancing the Organization's image and position within the marketplace and with the general public, and facilitate internal and external communications.
- Responsible for editorial direction, design, production and distribution of all Organization publications.
- Coordinate media interest in the Organization and ensure regular contact with target media and appropriate response to media requests.
- Organization's representative with the media.
- Coordinated the appearance of all Organization print and electronic materials such as letterhead, use of logo, brochures, etc.
- Developed, coordinated and oversaw programs, technical assistance and resource materials to assist in the marketing, communications and positioning of activities.
- Provide counsel on marketing, communications and public relations.
- Led projects as assigned, such as cause-related marketing and special events.

2Down Front Entertainment

Los Angeles, California

Director of Client Relations

January 2004 – February 2005

- Responsible for strategic client relationship management, managing client expectations, and developing client solutions.
- Responsible for client billing set-up and ensure billing accurately meets contractual obligations, including resource allocation.
- Proactively consulted with the client to develop options for the client's individual goals, recommending product offerings and providing cost benefit analysis.
- Responsible for developing and executing strategies to retain and grow revenues with existing clients.
- Developed relationships with outside vendors, as an advocate for the client, to assist in integrating new products.
- Developed request for proposals for prospective clients.
- Responsible for developing additional event revenue and profitability, ensuring successful service delivery to company and clients.
- Delivered successful events using team building and participative management techniques aimed at increasing revenue, customer satisfaction and reducing costs.

2Down Front Entertainment

Los Angeles, California

Executive Personal Assistant

June 2003 – December 2003

- Managed day-to-day front office operations that included supply ordering, bank deposits, customer service sales, and monthly billing.
- Research and fulfill requests including restaurant and hotel reservations and recommendations, auto rental, gift recommendations, golf tee times, travel and destination information, or assistance with everyday tasks such as ticket purchases, or finding a quality house cleaning service, among other lifestyle management needs.
- Assisted busy ticket agency with creative marketing strategies and ticket sales with individuals and organizations.
- Developed new client base through extensive cold calling and presentation of company advantages, celebrity entertainment shows.
- Extensive customer service and presentation of all services and the company's advantages to clients.
- Provided administrative support to Los Angeles and Brazilian directors.