

Victoria M. Schumacher

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PROFESSIONAL SUMMARY

A passionate and creative professional with strong communication skills and customer relations with 19 years of experience in sales, event planning, marketing, project management, customer service, quality assurance and cultivating relationships, dedicated to the quality of programs and the overall satisfaction of customers or members.

SKILLS

Event Planning	Quality Assurance
Sales	Strong Marketing
Excellent Customer Service	Excellent Customer Relations
Project Management	Creative
Health Coaching	Interpersonal Communication

RELATED PROFESSIONAL EXPERIENCE

Health Coaching

- Counsel clients one-to-one to improve health and wellness through sustainable behavior change.
- Implement a range of skills including but not limited to coaching, motivational interviewing, behavior modification, goal setting, barrier assessment and problem solving.
- Advocate and facilitate referrals to gain access to services and resources for clients, including assistance programs, community based services and mental health support.
- Provide customize, evidence-base, patient education in a variety of areas including but not limited to weight management/exercise, tobacco cessation, stress reduction and chronic disease self-management.
- Encourage clients to participate in shared decision making with his/her doctor when faced with multiple treatment options.

Sales

- Contact, acquire and sell new Chamber memberships to businesses and organizations located throughout Greater Williamsburg
- Schedule appointments and personal visits with prospective companies
- Actively seeks new business leads and follows up as appropriate
- Achieve a 35% increase in budgeted revenue goals
- Sell and assist customers in planning and executing multi-faceted functions including corporate, wedding and social events
- Contact regular and prospective customers to demonstrate products, explain product features, and solicit orders
- Recommend products to customers, based on customers' needs and interests.

Event Planning

- Plan Brown Bag Lunch Seminars, Breakfast to Business Events, The Morning Blend Networking Event and all ribbon cuttings and grand opening events in Greater Williamsburg
- Consult with customers to determine objectives and requirements for events, such as meetings, banquets conferences, and conventions including the William H. Rehnquist Award Dinner in Washington DC and the US. Supreme Court.
- Review event bills for accuracy and approve payment.
- Coordinate services for events, such as accommodation and transportation for participants, facilities, catering, signage, displays, special needs requirements, golf, spa, printing and off-site activities.
- Arrange the availability of audio-visual equipment, transportation, displays, and other event needs.
- Monitor event activities to ensure compliance with applicable regulations and laws, satisfaction of participants, and resolution of any problems that arise.
- Plan and develop programs, agendas, budgets, and services according to customer requirements.

Marketing

- Market Facebook Live to members and get them involved in promoting their businesses to its fullest extent

- Cultivate and maintain an extensive knowledge of all Chamber programs, services, initiatives and activities to deliver high quality programs for Chamber members

Management

- Manage 8 Living Classrooms Foundation Venues that strengthen communities and inspires youth to achieve their full potential throughout Baltimore City
- Manage project execution to ensure adherence to budget, schedule, and scope

Customer Service

- Confer with 800 customers by telephone or in person to provide information about the Chamber of Commerce products and services in the Greater Williamsburg Business Community
- Contact businesses to respond to inquiries made about membership with the Greater Williamsburg Tourism and Alliance.

Quality Assurance

- Interact with and engage members to ensure quality and satisfaction of the Greater Williamsburg Commerce and Tourism Alliance and its offered programs
- Actively support and participate in Chamber events and programs and assist in the planning of high quality and impactful programs and events

Cultivate Relationships

- Cultivate relationships in order to upgrade current investment levels with members to higher levels of membership
- Maintain long term relationships with corporate clients in order to gain repeat business

WORK HISTORY

<i>Health Coaching</i> , Greek Goddess Health Coaching, Williamsburg, VA	7/2018 to Present
<i>Member Relations Manager</i> , Greater Williamsburg Chamber & Tourism Alliance, Williamsburg, VA	7/2015 to 7/2018
<i>Independent Director</i> , Thirty-One Gifts, Williamsburg, VA	7/2011 to Present
<i>Conference Services Manager</i> , KingsMill Resort, Williamsburg, VA	2/2005 to 7/2012
<i>Event Planner</i> , National Center for State Courts, Williamsburg, VA	10/2004 to 1/2005
<i>Project Manager</i> , P.W. Feats, Inc., Baltimore, MD	7/2003 to 7/2004
<i>Convention Sales Manager</i> , Admiral Fell Inn, Baltimore, MD	6/2001 to 6/2003
<i>Catering Sales Manager</i> , Inn at Henderson's Wharf, Baltimore, MD	8/1999 to 5/2001

EDUCATION

<i>Master of Arts Program</i> Goucher College, Baltimore, MD	Attended 8/1998 to 5/1999
<i>Bachelor of Arts in Human Services, Minor in Spanish</i> Elon College, Elon College, NC	5/1993

PROFESSIONAL MEMBERSHIP

The Virginia Chapter of Meeting Professionals, Virginia	2005 to 2012
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