

VICTORIA MITCHELL

Event Planner

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📍 Ann Arbor, MI

🌐 [LinkedIn](#)

EDUCATION

Bachelor of Business Administration

University of Michigan

📅 2009 - 2013

📍 Ann Arbor, MI

SKILLS

- Gmail
- QuickBooks
- Shopify
- Salesforce
- Trello
- PayPal

CAREER OBJECTIVE

Entrepreneurial event planning business owner with a passion for creating unforgettable experiences ready to transition into an event planner role at the University of Michigan. I aim to leverage my creativity, resourcefulness, and strong vendor relationships to deliver exceptional events that foster a sense of community and enrich the university experience.

WORK EXPERIENCE

Business Founder/Owner

Perfectly Planned

📅 2015 - current

📍 Ann Arbor, MI

- Founded a successful event planning company that manages 60+ events per year and generates \$650K in annual revenue.
- Managed event budgets using QuickBooks, achieving a 19% average cost savings through strategic expense management and vendor negotiation.
- Implemented Salesforce to manage client relationships, resulting in a 28% increase in repeat business.
- Developed custom client Shopify sites to facilitate ticket sales and event registration, **generating \$36K in revenue.**

PROJECTS

Activities Planner

Little Fairies

📅 2013 - 2014

- Planned a whimsical 7-year-old birthday party that hosted 43 guests.
- Coordinated all aspects of the party, including venue selection, theme design, decorations, and catering, with 99% positive feedback.
- Tracked party expenses using QuickBooks, maintaining a budget of \$1700 and achieving 11% cost savings through strategic vendor negotiations.
- Communicated with 60 invited guests over Gmail to confirm RSVPs.

BizMix

Organizer

📅 2012 - 2013

- Operated a highly engaged social media network for online businesses, **growing the membership to 11K+ in 8 months.**
- Executed targeted marketing campaigns to increase website traffic for member businesses by an average of 48%.
- Facilitated virtual webinars providing valuable marketing resources for member businesses, attracting an average attendance of 280 participants.
- Integrated PayPal payment solutions for member businesses, expanding their online payment options and boosting customer conversions by 29%.