

Eva Hoekstra

evahoekstra@gmail.com | (470) 257-0290 | 70 Montre Square, Atlanta, GA 30327 | 08/11/1986

SUMMARY

Friendly and outgoing event manager with a deep understanding of how to promote and draw attention to new products and services. Remains upbeat and positive even after long hours. Capable of grabbing the attention of others through various means and always smiling and cheerful.

WORK HISTORY

Trigger House Portsmouth, NH
Tour manager | 03/01/2019 - current

- Managing logistics and execution of the experiential marketing campaign for "Stonyfield Organics"
- Overseeing onsite activities including set-up through event activation and break-down
- Trained and managed brand ambassadors
- Managing program inventory and assets, ensuring proper storage and maintenance of all event site elements

GGP Talent Los Angeles, CA
Tradeshow model and Docent | 10/2018 – Current

Promoting new products and services at tradeshow, like CES and AWS. Spreading brand awareness to attendees, while providing a professional and friendly environment.

IMG Live. San Jose, CA
Production Assistant | 11/2018 - 01/2019

- Maintained a 24/7 live feed as on-side managers, for the production of an ESPN live show
- Coordinated and organized materials needed for filming
- Stayed alert, active and ready to respond to any request at any time using a variety of available resources
- Acted in several roles as a character in the filming

AFWF - Atlanta Food and Wine Festival. Atlanta, GA
Beverage and Inventory Manager | 06/2018 - 07/2018

Maintaining accurate records of beverage supplies, products and materials, during the (annual) Atlanta food and Wine festival. Creating schedules, monitoring stock levels at the warehouse and replenishing stock.



EDUCATION

University IPABO
Alkmaar/Amsterdam – 2005/2009
√ *Bachelor of Education*

TEFL - Joho Company
Amsterdam – 2009
√ *Certificate: Teaching English as a Foreign Language*

Tourism, Leisure and Recreation Management
University INHOLLAND
Amsterdam – 2004/2005
√ *Propaedeutic: Tourism, Recreation and Leisure Management*

Havas Impact. Coachella, Palm Springs, CA
Assistant Tour Manager Peet's Coffee | 03/2018 - 04/2018

Planning, setting up, supervising and activating an experiential marketing experience for the Cold Brew line for Peet's Coffee, during the festival 'Coachella'.

Ascent -Talent, Model, Promotion Ltd. Los Angeles, CA
Lead brand ambassador Peet's Coffee | 06/2017 - 11/2017

Toured around California to different events, promoting the new cold brew line for Peet's Coffee and spreading brand awareness and providing samples and swag to the customers and instructing and manage the other brand ambassadors.

KLM - The Royal Dutch Airlines. Amsterdam, Netherlands
Ground Stewardess and Gate Agent | 06/2014 - 08/2015

Providing excellent personal service to passengers in airline terminal, answering questions and checking in passengers prior to their flight. Assembling and forwarding luggage to departing flight and guiding passengers to designated gates. Boarding flights, assisting passengers.

Multiple Schools. Amsterdam, Netherlands
Primary School Teacher | 01/2011 - 02/2014

Educating, instructing, motivating and inspiring young children to develop lifelong skills in all subject areas, such as math's, writing/reading (English and Dutch), science, geography and history. Creating daily lesson plans, conducting classroom discussions, administer and grading tests, assigning and reviewing homework, etc.

Sundio Group. Salou, Spain
Travel Agent | 04/2011 - 09/2011

Promoting and selling certain packages of the company's tours and services. Planning, and arranging tour packages, excursions and daily trips for vacation customers. Giving advice and helping travelers having an unforgettable holiday.

SKILLS

Outgoing and energetic personality
Friendly, charismatic and confident
Excellent customer service and client relations
Team player, dependable, leadership skills and initiative
Organized and efficient
Great social and communicative skills
Exceptional ability to work calm in stressful situation
Love of marketing and building relationships

OTHER ACCOMPLISHMENTS

- ★ Traveling the world in-between jobs, with a total of 8 years. Working and living in various countries, like Australia, Spain, the Netherlands, the Philippines and the USA.
- ★ DOT certified and international (and US) drivers license.
- ★ First Aid certificate
- ★ IELTS (International English Language Test) Overall score of 8.5