

MARIA GRACIA CAMPBELL

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Brescia, Italy

PROFESSIONAL SUMMARY

Event Planner and former floral business owner with over 10 years of experience working with event vendors and final customers. Dynamic, creative, and proactive, aimed at improving processes and providing excellent customer service with extreme attention to detail. Respectful, capable of taking action and generating ideas to promote a warm and stable work environment.

SKILLS & CERTIFICATIONS

Bilingual (English and Spanish)

Floral concept, design, handling, pricing, and care

Outlook

Canva

Microsoft Office – Word, PowerPoint, Excel

Social Networking – Facebook, Instagram, LinkedIn

Nikon professional camera basics

EDUCATION

MAY 2022 - AUG 2023

DIPLOMA - EVENT PLANNING | CENTENNIAL COLLEGE
School of Hospitality, Tourism, and Culinary Arts

OCT 2021

FLORISTRY. SYSTEM APPROACH | FLORAL STYLE ARTWORK

APR 2018

BASIC PHOTOGRAPHY | FUERA DE FOCO INSTITUTE

MAR 2008 - DEC 2013

BACHELOR - SERVICE MANAGEMENT IN F&B | UNIVERSIDAD DE PIURA
School of Hospitality and Food & Beverage

EMPLOYMENT HISTORY

SEP 2024 - JUL 2025

EVENT COORDINATOR | Cutten Fields Golf Club

- Develop and plan all aspects of events, from concept to completion, creating efficient and clear Banquet Event Orders.
- Communicate directly with clients and members to understand their needs, preferences, and vision for the event.
- Create and manage detailed event timelines and budgets, ensuring everything stays on track and within financial limits.
- Elaborated billing, sent invoices, and tracked post-event client satisfaction.
- Created promotional materials, event invitations, and signage in collaboration with the marketing team.

FEB 2024 - SEP 2024

F&B SUPERVISOR | Delta Hotels and Conference Centre Guelph

- Supervised the Event Centre's operation ensuring that events run according to the BEO and the convener's requests.
- Managed over 15 staff members, supporting the team's needs so they set up for success while giving a great experience for our guests.
- Attend coordination meetings with other departments and elaborate billings and post-event reports.

- APR 2023 – FEB 2024
- GUEST EXPERIENCE EXPERT | Delta Hotels and Conference Centre Guelph
- Set up event spaces following the BEO, making sure that all items are set to the hotel's standards.
 - Served food and beverage to guests, providing a high level of service according to the Marriott brand standard.
 - Cleared and teared down events, leaving the space ready for the next set-up.
 - Maintained an organized work environment with constant cleaning of the servery and event spaces.
- APR 2023 – OCT 2023
- FRELANCE FLORAL DESIGNER | Forever Wildfield
- Design floral works for weddings according to the planning and timing of the wedding.
 - Worked on-site, making installations and setting up the florals in the event venue with proper time management, making sure the aesthetic matched the client's requirements.
 - Loaded and organized all florals efficiently for a secure transport of the arrangements to the event venue.
- JUN 2022 – DEC 2022
- FRELANCE FLORAL DESIGNER | Fresh Market Farms
- Created and designed all floral works: retail and wedding arrangements.
 - Replied to wedding inquiries with accurate proposals and held creative sessions with brides.
 - Organized and planned floral and staff requirements for weddings.
 - Elaborated breakdown reports and profit analyses for all events.
 - Managed a 5-10 team depending on the operational schedule.
- MAY 2018 – JAN 2021
- FLORAL DESIGNER AND BUSINESS OWNER | Efir Flower Shop
- Created and designed all floral works as detailed by the clients.
 - Kept accounting records for all operations and made sure that all expenses were efficiently spent.
 - Developed marketing strategies, which included social media platforms (with more than 3000 followers on Instagram), collaborations, and branding.
 - Designed and developed creative work for editorials in conjunction with other brands in the industry.
 - Photographed all the works of the shop.
 - Improved customer service and design processes as well as implemented work methods to increase production capacity.
- AUG 2015 - JUL 2016
- SALES COORDINATOR - FOODSERVICE | Redondos S.A.
- Planned the commercial operations of the area and strategies for each business line as well as prepared and controlled sales and quality indicators.
 - Monitored the level of service provided to each client, prioritizing key accounts and promoting the increase of their sales.
 - Proposed, together with the Head of Sales to the Marketing area, the development of new products, according to the needs of the market.
 - Managed a team of 3 persons to cover the sales of over 80 clients.
 - Improved customer relationships through processes that ensure effective communication as well as work methodology, achieving a more orderly and efficient area.
- MAR 2015 - JUL 2015
- TELEMARKETING EXECUTIVE- FOODSERVICE | Redondos S.A.
- Created and implemented strategic plans to increase the client portfolio and sales volumes for current clients.
 - Prograded and monitored the daily dispatch routes, solving problems that may arise during the respective dispatch.
 - Maintained constant and efficient communication with clients as well as received daily orders from customers.