

Rina Arora

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OBJECTIVE

An individual passionate about wine, looking for opportunities as Sales Coordinator within the Wine & Spirit industry.

HIGHLIGHTS

- Co-ordinated wine events and facilitated sales operations for various international vintners
- Developed marketing / POS materials for seven sales reps across Canada
- Excellent interpersonal skills and ability to become an integral part of a team
- Leadership and training staff onsite at events
- Positive attitude, keen eye for detail
- Customer service oriented, with the natural ability to utilize my sales skills
- Problem-solving and strategic networking
- Planning and implementing

PROFESSIONAL EXPERIENCE – CONTRACT WORK

June – Oct 2023 | EVENT STAFF MANAGER (part-time)

Wine Fest Toronto + Sick Kids All-Star Gala - STATIS Comms + Marketing c/o West of Contra

Project 1 – Event Staff Manager

Responsibilities: In this intensive part-time contract, I recruited and managed 15 on-site staff at the annual Wine Fest Toronto held at a popular venue (Rendez-Vous). I sustained a collaborative work environment through clear and open communication, active support, and enthusiasm. As well, I managed incoming external emails through our festival website and processed complimentary tickets to media and sponsors through Show Pass; and delegated duties to on-site staff on festival set-up and teardown. I also coordinated 17 winery and non-winery exhibitors' staff.

Key Achievements: The event was deemed successful with over 5430 attendees in the span of three days, with each brand securing close to 2300 samples.

Project 2 – Assistant Event Manager

Responsibilities: In this part-time intensive role, I recruited, trained, and supervised 11 staff as well as co-planned and executed the annual Sick Kids All-Star Gala event, which took place at the Toronto Event Centre in September. In addition, I coordinated all complimentary tickets via Showpass ticket platform to sponsors, media, and committee members, as well I also developed and managed the run of show schedule onsite.

2022 | EVENTS SPECIALIST

WeirFoulds LLP, Toronto, Canada

Responsibilities: As a vital member of the Business Development and Marketing team, and in collaboration with teammates at the firm, I diligently planned and executed myriad large and smaller in-person and virtual events collaborating with the firm's demanding lawyers, stakeholders, external vendors, and partners. As well, I managed the sponsorship deliverables and the Sports and Entertainment portfolio for the practice groups overseeing the high- volume events calendar and evaluating incoming requests from internal/external parties, adding significant value to each and every mandate with a natural smile and get-it-done attitude.

Key Achievements: Planned and executed an offsite Partners meeting at Kingsbridge Centre that was deemed a successful outcome and an Estates Practice group client charity social that generated over 3k in proceeds for Feed Ontario. In addition, I

planned and executed key events including Corporate Golf Day, the firm Summer Social, the SCG welcome reception, as well as numerous hybrid seminars/webinars and internal committee events.

2019 | EVENT PLANNER

Key Media Inc., Toronto, Canada

Responsibilities: In this contract role, I participated in the research, planning, price negotiation, multimedia marketing, sponsorship, and supervision of world-class award shows. Booked AV, entertainment, hotels, external staff, décor, trophies, and venues for the shows. Managed budget, run of show, and critical path. Created design briefs for signage, invitations and table charts. Established the flat plan for the production of the show guide.

Key Achievements: Performed timely, cost-effective logistical planning involving internal and external stakeholders (e.g., vendors); and, successfully co-supervised three awards shows (i.e., L'Expert Magazine's *Zenith show*, *Wealth Professional Show*, and *The HR Show*); and led the planning and execution for *Canada's Safest Employers* award show, including creating and coordinating complex videography schedule for 16 award-winning companies across Canada.

2018 - 2019 | ASSISTANT OPERATIONS PLANNER

Building Industry and Land Development (BILD): Toronto Home Shows, Toronto, Canada

Responsibilities: Participated in the research and development of and communications and logistical planning for a total of four major Canadian consumer shows. Managed exhibitor communications, crafted weekly e-blasts via Mailchimp to exhibitors. Prepared packages and distributed show tickets to all exhibitors.

Key Achievements: Successfully co-designed and led one feature exhibition per show (i.e., Fall Home Show, Homefest, GTA Home + Reno and National Home Show), and successfully supervised a set of features per show. Created signage design via Canva, set up and tear down of each feature booth in a course of 10+ hour days.

2017 | EXECUTIVE ASSISTANT - TEMP

Ryerson University, Toronto, Canada

Responsibilities: Provide accurate and timely administrative support with conference-related communications (internal and external) and expenses, and general office maintenance.

2016 | ASSISTANT EVENT PLANNER

SGP Conferences and Events Ltd., Toronto, Canada

Responsibilities: Led delegate registration for ISAAC International Society for Augmentative and Alternative Communication by setting up the on-site desk, trained seven on-site staff while providing exceptional customer service to delegates and executive committee members. Researched and booked executive committee dinner for 80 guests at best price.

Key Achievements: Initiated and organized the set-up of the production office and managed operations of a key group of people for the assembly line, streamlining the packaging of high-volume marketing materials from key sponsors, resulting in completion of 1100 delegate bags within a 24-hour turnaround. Coordinated the delivery of 100 barcode scanners from the U.S. and programmed scanners on a per session basis.

2016 | PROJECT ASSISTANT - TEMP

Ameresco Canada (via Office Team Recruitment Agency), Toronto, Canada

Responsibilities: Provide highly detailed clerical support to senior project analyst to help ensure the integrity of the pan-Canadian purchase ordering system.

2015 | ADMINISTRATIVE COORDINATOR – TEMP

Sick Kids Hospital, (via Talentcor Recruitment Agency) Toronto, Canada

Responsibilities: Provide senior administrative support to the Head of Dermatology and two supporting doctors and generally facilitate the Department's internal communications, proper staff scheduling, and in-house events.

2013 | VENUE SUPERVISOR (on-call work)

Ontario Heritage Trust, Toronto, Canada

Responsibilities: I was the onsite supervisor for three venues in Toronto; *Ontario Heritage Trust, Enoch Turner Schoolhouse and George Brown House*. Responsible for opening and closing procedures of events and ensuring the set-up of the room was appropriate. I oversaw and explained the parameters of each venue to catering staff, security and clients. Provided exceptional customer service to all clients and guests. Prepared beverage service to clients for corporate meetings held at Ontario Heritage Trust.

2012 | CONVENTION COORDINATOR

Ontario Association of Naturopathic Doctors, Toronto, Canada

Responsibilities: Manage communications in terms of speaker relations, monitoring and reporting on internal and external communications, including feedback solicitation, and print materials for speakers throughout the convention.

Key Achievements: Created 18 E-blasts to attract new registrants generated a unit value of over \$5k in registration fees in a span of two days. Led team of volunteers including application intake, staff scheduling, delegation of duties on-site and orientation meeting for 25+ volunteers; applauded by my superior and by volunteers for a well-managed volunteer team.

2012 | TRADESHOW COORDINATOR

Shield Associates Ltd., Toronto, Canada

Responsibilities: Provided exceptional customer service, communications, and logistical support to ensure delegates, suppliers, and exhibitors were satisfied on-site and in-house. Inputted exhibitor products (photos) onto the company's website.

Key Achievements: Coordinated contracts and successfully collected and processed outstanding payments of global-based exhibitors on time before for the CMX/ CIPHEX tradeshow.

2009 - 2011 | EXECUTIVE ASSISTANT & OFFICE MANAGER

LW Build Inc. (via Maxim Recruitment Agency), Toronto, Canada

Responsibilities: Manage all front-end duties, including employee correspondence and calendar management for the CEO, and assist in general accounting duties.

Key Achievements: Achieved a cost savings of approximately 40% for the office move to a new location through successful efforts to negotiate moving costs.

2007 - 2008 | EVENT STAFF & SECURITY COORDINATOR

Procreation Design Works, Vancouver, Canada & Monterey, California

Responsibilities: Co-coordinated event staff and security personnel for the 2008 TED Conference (Monterey, California) to ensure staff and delegates meet required security measures. Modified and developed the orientation-training manual for US staff recruitment agency, increasing new staff performance. Created staff schedule via MS excel, insuring appropriate security was assigned, in order to avoid security gaps or duplication of resources.

Key Achievements: Able to source and purchase wireless telecommunications for a group of 20 event team members, resulting in security being implemented on time and within budget.

2005 | SALES COORDINATOR

South Corp Wines, Vancouver, Canada

Responsibilities: An integral part of the team of six office staff and seven sales reps. Coordinated wines tasting events resulting in expanding sales territories and volumes. Designed and developed marketing materials using PowerPoint and Adobe Photoshop, that helped sales reps increase wine sales. Managed front-end duties, organized courier packages of marketing materials and wine cases to events.

COMPUTER SKILLS AND DATABASE KNOWLEDGE

Database Platforms: Microsoft Dynamics, Netsuite, Raiser's Edge, Zoho One

Mac & Microsoft Office Applications office 365: (MS Teams), OneDrive, Sharepoint, Google Suite

E-Marketing Platforms: Canva, MailChimp, Survey Monkey

Event Registration Platforms: Eventbrite, EventsAIR, Microspec, RegOnline, REMO (virtual)

Video Conferencing Platforms: Zoom and Skype *Other:* Adobe Acrobat and AutoCAD (Beginner)

EDUCATION / CERTIFICATES

Intro to Project MGMT, George Brown College, Toronto, ON 2015 | Smart Serve Certified, Toronto, Ontario 2010 | Special Event Planning, BCIT, Vancouver, BC 2002 | WSET Level II Certificate, Dubrulle Culinary School, Vancouver, BC 2002 | Computerized Office Procedures Certificate, Academy of Learning, Vancouver, BC 1997 | Humanities Studies (undergraduate), Concordia University, Montreal, QC

(ON-CALL) WINE EVENTS

- Wine Tasting Promoter (New Zealand Wines), A. M. C.C., Toronto, ON 2024
- Registration Manager (Wines of Greece), Andros Communications, Toronto, ON 2023
- Registration Manager (Wines of Chile), Andros Communications, Toronto, ON 2021
- Registration Manager (Wines of Chile) Andros Communications, Toronto, ON 2019
- Registration and Volunteer Manager (Riesling + Co Wines), Andros Communications 2018
- Seminar / Registration Manager, (Wines of Chile) Andros Communications, Toronto, ON 2018
- Seminar Supervisor, (Wines of Chile Event), Andros Communications, Toronto, ON 2017
- LCBO Wine Demonstrator, Churchill Cellars, Toronto, ON 2011-2012
- LCBO Wine & Spirit Demonstrator, Lifford and Schiralli Wines, Toronto, ON 2011
- Registrar / Host, IYellow Wine Club – Toronto, ON 2010
- Registrar / Promoter, German Wine Tasting Event - Vancouver, BC 2009
- Wine Tasting Promoter, Aicep Portugal Global -International Playhouse Wine Festival - Van, BC 2009
- Wine Tasting Promoter, 4th Annual Australian Wine Fair - Vancouver, BC 2004