

5.27.2015

Jenny Hiltner
818 Martingale Drive
Norwood, MN 55368
651.900.0374
jennylynnhiltner@gmail.com

Dear Hiring Manager,

I was hired as Club Manager of the Chaska American Legion in August 2012 by the Executive Board of the Legion. Prior to my employment, the legion club was losing thousands of dollars a month and the board was regularly cashing in saving certificates to keep the club operating. This included the bar, the club's charitable activities, and the apartments above the bar. This is not an uncommon issue with many legions.

In the two plus years as Club Manager, the legion is now profitable and continues to grow in stability, profitability, and volunteer participation which lets it fulfill its primary mission to the best of its ability; Supporting our active and veteran military personal within our community and beyond.

Given the tenuous financial situation the legion was in when I started, my initial focus was on budgeting, cost and quality controls, and safety, hygiene and sanitation standards. After a few months when those were under control, I turn my focus to strategic marketing. Due to regulations, the legion is not able to advertise through normal channels, so I utilized the alternative marketing platforms that social media provides. This combined with my network of contacts from previous experience; has led to substantial increase awareness of the Legion, which has not only increased patronage, but it has also increased interest and participation in the various legion membership organizations, which again has led the legion to be able to fulfill its mission even more.

During the time of marketing focus, I redesigned the legion's Facebook and website pages to make them more user friendly and they are now kept up to date at all time with the various bar and club activities. Traffic to both has increased exponentially. When I started, the Facebook page had 27 "likes". Today there are over 600 and growing. This is also a testament to the changing clientel of the legion. Through various marketing initiatives including the utilization of Mailchimp®, I have been able to attract a younger crowd, many of which have since joined one of the various club organizations. Many members and customers use the Facebook page and other marketing collateral I have created to stay informed of both the bar and the charitable activities that are taking place. Every week there is positive engagement and increased awareness about the American Legion, which has also led to an increase sense of community within the legion.

While many patrons are not drinkers, they are gamblers and those sales have increased steadily since I began my tenure. I know the ins and outs of charitable gambling and could help any organization setup a program.

As a manager, I am able to motivate and retain staff, which increases loyalty to the club by the staff, the members and the general customers. I continue to bartend about once a week as needed, but with the increased loyalty among the staff, over time I have been able to focus most of my efforts on the bigger responsibility of the management responsibilities.

In addition, I communicate effectively with diverse people. I take pride in hospitality and guest service. I have the ability to learn quickly, assess issues, and initiate corrective action. I deal with high-stress situations requiring attention to detail and follow-through. I perform daily clerical and extra administrative duties to support all American Legion functionality. I have negotiated the best supplier deals for items needed for bar and general club needs. I have common sense. You can't teach common sense. I am proactive. I get the big picture. I get tasks done correctly and completely. I have the ability to make people happy, and help them to hopefully enjoy their lives a little better. I am resourceful, highly dependable, trustworthy, and hands-on. I work irregular hours including nights and weekends to cover busy events or time periods.

I am deeply interested in helping your business needs as Marketing Specialist. Would you have time to speak with me?

Sincerely,

Jenny Hiltner

JENNY HILTNER

818 MARTINGALE DRIVE – NORWOOD, MN 55368 – 651.900.0374 – JENNYLYNNEHILTNER@GMAIL.COM

EXPERIENCE

CLUB MANAGER

AUGUST 2012-PRESENT

CHASKA AMERICAN LEGION

CHASKA, MN

- Managing takings, money and staff
- Ensuring the bar meets regulations
- Special event and party setups
- Setting prices, hours, schedules
- Organizing and advertising events
- Monitoring profitability and performance
- Stock checks and placing supplier orders
- Train employees in methods and procedures
- Organizing and advertising events
- Constantly strive to improve standards of hygiene and service



Financials, Regulations & Employee Management

- Sales & Profitability
- Revenue Generation
- Daily Financial Reconciliation
- Accounts Payable
- Payroll Management
- Employee Engagement & Management
- Regulatory & Safety Compliance
- Vendor Management
- Inventory Management
- Gambling Sales Management



Strategy & Marketing

- Social Media
- Direct Email Marketing
- Website Design
- Event Coordination & Execution
- Marketing Collateral
- Weekly/Daily Facebook Posts
- Monthly Email Newsletter
- Monthly Event Calendar



Customer Service & Gambling

- Maintain & Exceed Customer Service Standards
- Charitable Gambling
- Coordination, Oversight & Management
- Volunteer Coordination
- Financial Reconciliation
- Profit Distribution to Legion departments



Post # 57 American Legion Chaska, Mn.

David Betlock

May 13, 2015, 4:07 PM

Jenny I believe I speak on behalf of all members of Post # 57. It is such a joy having you as our club manager. You are devoted in your responsibilities and have offered our Post a new awareness of promoting membership. Your creative mind along with your affable personality have been nothing but a positive force. We all appreciate your efforts and can only say. " Job well done."

MARKET SUPERVISOR
JULY 2008-SEPTEMBER 2013
LEGACY MARKETING PARTNERS
CHICAGO, IL

Client: Pernod-Ricard-USA

- Oversaw, trained, and motivated a team of brand ambassadors
- Ensured effective brand messaging and on-premise event execution
- Proactively solved problems as they arose
- Met and exceeded promotional goals to ensure client satisfaction
- Generated event photos, and documented feedback to client

Market Supervisor

Legacy Marketing Partners



Mollie (Miller) Knowles

Marketing, Event Planning, Project & Brand Management, Promotions & Experiential Professional.

“ Jenny was an absolute thrill to work with! She stayed focused on efficiency and reaching our goals while creating a great work environment. She always had a positive attitude and led our team in a fun and motivating manner ”

April 13, 2015, Mollie reported to Jenny at Legacy Marketing Partners



Hope Moller

Registered Dental Hygienist & Marketing Manager at The Periodontics & Implant Center of McKinney

“ Jennifer is a detail oriented, and team driven individual. She knows how to manage a group well, while having others respect her, trust her, and produce solid outcomes for the promotional goals and quotas.

Jennifer is organized, reliable, responsible and well respected; she is goal driven, making her an outstanding candidate for any employer.

I personally highly recommend and endorse her to any future employers and can be contacted directly as a reference ”

June 11, 2011, Hope reported to Jenny at Legacy Marketing Partners

HOSPICE & MEMORY CARE NURSING ASSISTANT
JANUARY 2010- JULY 2011
CERENITY SENIOR CARE/BENEDICTINE HEALTH SYSTEM
ST. PAUL, MN

- Provided caring companionship and support to memory care/hospice residents in a fast paced atmosphere.
- Built rapport with residents' families
- Covered all shifts as needed: 1st, 2nd, NOC
- Responsible for residents' personal cares, activities, ADLs, medication administration, observation, reminders, housekeeping, and food preparation
- Registered Home Health Aide/Nursing Assistant with the State of Minnesota, November 2010.

Hospice & Memory Care Nursing Assistant

Benedictine Health System



Emily Samsel, MBA, MSW, LISW

Senior Social Worker at Hennepin County

“ Jennifer has such a wonderful gift in working with seniors! As her co-worker at Marian of St. Paul, I can attest to Jennifer's gentleness and compassion when it came to working with the residents. She has a passion to serve others takes pride in her work. Her positive attitude is contagious!

Jennifer's passion to work with seniors and strong marketing skills would make her a great candidate for a position in a health care or senior care setting. Jennifer would make a quality marketing or community relations representative in any health care or senior services program. ”

July 20, 2012, Emily worked directly with Jenny at Benedictine Health System

MARKETING ASSOCIATE
JANUARY 2010- JULY 2011
SYSCO FOOD SERVICES OF MINNESOTA
ST. PAUL, MN

- Performed as a relationship manager and took a consultative approach to selling
- Identified features, advantages, and benefits to the customer of buying from SYSCO
- Prospected accounts while servicing current customers
- Managed A/R & A/P, and resolved credit issues
- Built rapport and maintained customer relationships
- Problem solved and troubleshooted customer inquiries
- Penetrated accounts by offering menu analysis, design, and product samples

BUYER

DECEMBER 2005- MAY 2006

THE NICHE AT UNIVERSITY OF WISCONSIN - STOUT

MENOMONIE, WI

- Planned and executed merchandise category and budget plan
- Attended trade shows and negotiated merchandise purchases
- Led visual design team with preparation of merchandise displays
- Met and exceeded monthly sales goals

Buyer

The Niche (University of Wisconsin- STOUT)



Adel Mekraz, Ph.D.

Program Director, Retail Merchandising & Management at University of Wisconsin-Stout

“ Jennifer is a dedicated and energetic professional. As a buyer at the Niche she was proactive and self motivated. Jennifer is easy to get a long, and her people skills are excellent. She is personable and persuasive. ”

October 2, 2009, Adel managed Jenny at The Niche (University of Wisconsin- STOUT)

FIELD MARKETING REPRESENTATIVE

JULY 2002- OCTOBER 2006

DULUTH & ST. PAUL, MN

- Introduced the Red Bull brand to new consumers while traveling throughout greater Minnesota and North Dakota
- Demonstrated product knowledge by explaining the benefits of drinking Red Bull
- Traveled to key accounts, targeted towns, and colleges in order to locate consumers in need of energy
- Completed all daily reports and submitted findings
- Generated On & Off Premise sales leads in support of distributors
- Promoted and sought out candidates for Red Bull Crashed Ice & Red Bull Art of the Can

Field Marketing Representative

Red Bull



Derrick Taylor

Event Marketing Manager at Red Bull

“ Jennifer has a great passion for life and it shows in her work. Her commitment to quality is unparalleled. Jennifer will go above and beyond to achieve the goals put in front of her, and she will do it with a smile. Working with Jennifer was a terrific experience. ”

May 27, 2009, Derrick managed Jenny at Red Bull

MARKETING REPRESENTATIVE

MAY 2004- MAY 2006

LEHMANN & LARSON DISTRIBUTING

MENOMONIE, WI

- Interacted with on-premise consumers; collected consumer information
- Conducted product taste testing and sampling through the use of episodic promotions
- Educated consumers on the benefits of choosing Miller products
- Rewarded consumers with promotional premiums
- Brainstormed and executed effective product promotions

EDUCATION

UNIVERSITY OF WISCONSIN- STOUT
BACHELOR OF SCIENCE, RETAIL MERCHANDISING & MANAGEMENT
MENOMONIE, WI
2003-2006

RELEVANT COURSES: FINANCIAL ACCOUNTING, MERCHANDISE PLANNING & CONTROL, LOGISTICS, VISUAL MERCHANDISING, STRATEGIES FOR THE DIFFERENTIAL ADVANTAGE, INTERPERSONAL EFFECTIVENESS TRAINING, TARGET MARKETING

Bachelor of Science

University of Wisconsin-Stout



Adel Mekraz, Ph.D.

Program Director, Retail Merchandising & Management at University of Wisconsin-Stout

“ If an employer is looking for someone to bring speed, energy and excitement to their team, Jennifer would be an excellent candidate. As a buyer at the Niche Jennifer brought in a great deal of enthusiasm to the team. She was great to work with and her attitude was contagious!

Jennifer did a great job in leading her team achieve their goals for the semester, and her contributions spilled over to other areas in the store outside of her responsibility. She was an absolute delight and an excellent performer to have in the team. ”

May 27, 2009, Adel taught Jenny at University of Wisconsin-Stout

LAKE SUPERIOR COLLEGE
ASSOCIATE OF ARTS, VISUAL COMMUNICATIONS
DULUTH, MN
2001-2003

RELEVANT COURSES: PUBLIC SPEAKING, TECHNICAL WRITING, LOGIC, ENVIRONMENTAL SCIENCE

BARTENDING EXPERIENCE

SHOE'S PUB – MENOMONIE, WI 2004-2006
5-8 –MAPLEWOOD, MN 2008-2009
THE WATERSTREET INN- STILLWATER, MN SUMMER 2011
AMERICAN LEGION- CHASKA, MN 2012-PRESENT

ORGANIZATIONS

AMERICAN LEGION AUXILIARY UNIT 57
EXECUTIVE BOARD MEMBER & PUBLIC RELATIONS CHAIRMAN
CHASKA, MN
2012-PRESENT

I AM AN ADVOCATE FOR VETERANS AND THEIR FAMILIES.

VOLUNTEER ACTIVITIES: HASTINGS VETERANS HOME VISITS, VETERAN HOME VISITS & TRANSPORTATION, CHRISTMAS IN MAY, SAYHEY5K, COMMUNITY EASTER EGG HUNT, DOZENS OF FUNDRAISERS, POPPY DISTRIBUTIONS

ANIMAL RESCUE VOLUNTEER
FUNDRAISING PLANNING, COORDINATION, AND EXECUTION FOR SECONDHAND HOUNDS (CHILI CONTEST FUNDRAISER)
RUFF START RESCUE (ANNUAL 'HOWLIDAZZLE' VENDOR EXPO & SILENT AUCTIONS) AND SOUTHWEST METRO ANIMAL RESCUE (CHILI CONTEST FUNDRAISER & SILENT AUCTIONS) ALL OF WHICH HAVE BEEN HOSTED AT CHASKA AMERICAN LEGION