

# Taylor M. Hering

2020 East Franklin St. Apt 403  
Richmond, VA 23223

404-314-1645  
Taylor.hering@gmail.com

## Summary

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An ambitious event manager is seeking a challenging position that could fully utilize an effective communicator with strong soft skills and a distinctive professional insight through college studies and five years of professional experience.

## Work Experience

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### Association and Trade Show Management

*Cain Associates, Richmond, VA*

2009-  
Present

- Successfully managed several associations (4 associations) including management of membership, lobbying, developing continuing education, by-law and contract review, coordinating regular board of director meetings, and organizing committees for a more effective work flow.
  - Lead a group of employees (12 employees) to organize several trade shows and events each year.
    - Served as lead coordinator for Eastern Water Quality Association annual conference & trade show as well as Eastern Water Quality Associations yearly education seminar (3 years)
    - Served as Marketing Director and Exhibits Manager for the South Atlantic JUBILEE (1 year). Served as lead coordinator for South Atlantic JUBILEE (2 years)
    - Served as lead coordinator for Virginia Water Well Association winter conference & trade show (3 years) as well as Virginia Water Well Association Fall Field Day (3 years)
    - Served as lead coordinator for West Virginia Water Well Drillers Association annual conference & trade show (2 years)
  - Developed creative and effective marketing strategy for (2) associations and (1) large trade show including membership, trade show and event marketing, sponsorships, social media, and development and management of (3) websites.
  - Assisted in creating and implementing budgets for Cain Associates as well as each organization the company managed including the Eastern Water Quality Association, Virginia Water Well Association, South Atlantic JUBILEE, and West Virginia Water Well Association
  - Oversaw and assisted with the day to day operations of Cain Associates
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## Work Experience Continued

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### Front Desk Agent

*Four Seasons Hotel and Resorts, Atlanta, GA*

- Responsible for set-up and delivery of a seamless customer interaction
  - Handled guests requests that came through the department
  - Managed complaints and implemented solutions to those complaints
- Oversaw in-house guests accounts and handled any discrepancies within those accounts
- Implemented team building exercises
- Organized large group arrivals including NBA and NHL teams
- Handled all arrivals, requests, and departures of high profile guests

*May  
2008-  
September  
2009*

## Education & Certifications

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**Bachelor of Arts, Journalism concentration in Public Relations**  
*Georgia State University, Atlanta, GA*

*2008*

**Certificate of Event Management, School of Business**  
*Georgia State University, Atlanta, GA*

*2008*

## Computer Skills

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- MS Office Professional 2003/2007/201
  - WordPress Website Construction
  - InDesign CS 3,4,5
  - SharePoint
  - Twitter
  - Facebook
  - LinkedIn
  - Internet Researching
  - Digital Video Editing
  - Podcasting
  - Opera – Hotel Management Software
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