

# Sonya Nagai-Menapace, MBA

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| <b>OBJECTIVE</b>                       | To obtain a challenging management position for a dynamic agency where my talents can flourish and grow.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>EDUCATION</b>                       | California State University, Fresno<br>MBA with Distinction Spring 2021<br>BA Degree received in December 2006.<br>Major Mass Communication and Journalism, Public Relations option                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>PUBLIC<br/>RELATIONS<br/>SKILLS</b> | <ul style="list-style-type: none"><li>• Excellent oral and written communication skills</li><li>• Consistently meets deadlines and goals</li><li>• Enthusiastically collaborates with others</li><li>• Extremely well-organized</li><li>• Ability to develop new and creative ideas</li><li>• Effectively direct staff through the execution of duties</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>WORK<br/>EXPERIENCE</b>             | <p><b>Conference Director</b><br/>Central California Women's Conference – July 2021 to December 2025</p> <ul style="list-style-type: none"><li>• Independent consultant executing the day to day operations</li><li>• Efficiently prepare and present information to the Executive Board on a monthly basis</li><li>• Managed all logistical items needed for CCWC with approximately 3,500 women in attendance</li><li>• Communicated and directed over 100 volunteers</li><li>• Created and executed Marketing Objectives</li><li>• Prepared and maintained the event budget</li><li>• Fostered Sponsor Relationships</li><li>• Acted as representative of the California Women's Conference at various occasions</li></ul> <p><b>Certificated Substitute</b><br/>Fresno Unified School District – December 2019 to present</p> <ul style="list-style-type: none"><li>• Effectively executed classroom rules and lesson plans prepared by teachers.</li><li>• Diligently prepared summary notes for classroom teacher.</li><li>• Prepared lesson plans for classroom during longer assignments.</li></ul> <p><b>Convention Sales Manager</b><br/>Fresno/Clovis Convention &amp; Visitors Bureau – December 2016 to August 2019</p> <ul style="list-style-type: none"><li>• Conduct outreach to prospective clients.</li><li>• Source properties on behalf of client.</li><li>• Research prospective clients to find out the affinity for the Fresno/Clovis area.</li><li>• Prepare proposals on behalf of hoteliers and venues.</li><li>• Act as bureau representative at conventions and tradeshow.</li><li>• Convey clients' needs to multiple partners in preparation for conferences and conventions.</li><li>• Organize meetings with clients and partners.</li><li>• Communicate important milestones internally and externally on behalf of clients.</li><li>• Act as client liaison to internal administration, hotel/venue partners, as well as local vendors.</li></ul> <p><b>Account Executive</b><br/>Catalyst Marketing Company – September 2015 to October 2016</p> <ul style="list-style-type: none"><li>• Met with clients to discuss future goals.</li><li>• Coordinated with creative and media teams to create strategic plans to meet client goals.</li><li>• Scheduled, updated and tracked timelines for all client projects.</li></ul> |

- Was the agency point person for up to 5 accounts each with multiple concurrent projects.
- Communicated client needs to all members of the team to meet client goals.
- Prioritized projects according to deadlines and client need.
- Prepared Creative Briefs for client projects.
- Reviewed and proof read all client collateral prior to submission to the client.
- Assisted Event Director on various projects including the CalTravel Summit.
- Acted as Account Executive for 4 casino clients, 2 resort properties and various other clients on a project basis.

#### **Administrative Assistant**

San Joaquin Valley Rehabilitation Hospital – June 2013 to September 2015

- Coordinated internal and morale building events.
- Assisted the Director of Business Development, Director of Clinical Services, Director of Case Management, and the Chief Nursing Officer in daily activities.
- Created, updated and edited collateral and promotional material.
- Represented hospital and outpatient facilities at community events.
- Managed, monitored, and updated social media sites.
- Organized community service projects.
- Guided caregivers and prospective patients on tours of the facility.
- Wrote and distributed press releases.
- Planned, prepared, and presented in various staff meetings.

#### **Event Manager**

Fresno Convention and Entertainment Center/SMG – January 2008 to June 2013

- Acted as the representative of venue through the planning process through the event.
- Ensured venue and facility were properly presented to the client and the attendees of each event to company standards.
- Communicated with the entire staff at all levels within the facility including but not limited to: Operations, Catering, Concessions, Sales, Finance, and Local Union Labor.
- Led tours and meetings to ensure client satisfaction and understanding of facility.
- Assisted in settlement preparation.
- Created diagrams and documents to effectively communicate the layout of events to all staff.
- Acted as Operations Manager for 6 month period during staff restructuring. Duties included: daily task assignment, managing staff of 30 part-time and full time employees, overseeing of construction projects and the maintenance of venues.

#### **Event Coordinator**

Make-A-Wish Foundation of Central California – March 2007 to December 2007

- Managed all logistic details for internal events including the 3,000 participant event, Rumble to the Summit.
- Maintained constant communication with venues, sponsors and participants.
- Directed and instructed volunteers during external and internal events.
- Led event committee meetings.
- Planned layout for collateral material.
- Developed various new approaches on fundraising projects

#### **Server**

TGI Fridays, Fresno – June 2005 to March 2007

- Ensured guest satisfaction on every visit.
- Assisted with needs of co-workers as role of service captain.
- Acted as the face of the company.

#### **Intern**

Central California Women's Conference, Fresno - June 2006 to November 2006

- Produced Media Kit and Media Review.
- Compiled information gathered through written survey.
- Contributed to smooth operations by communicating with speakers, attendees, volunteers and coordinators.
- Developed new ideas to update and improve Conference events.
- Communicated with vendors and sponsors to ensure a successful trade show.

## REFERENCES

Mr. Jeff Pardini  
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Pardini's Catering  
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