

HELEN JOANNE PEARSON

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RELEVANT EXPERIENCE

Events & Community Partnerships Manager

Saugatuck Brewing Company, Creston Taproom / Golden Age (Dec 2023 - Mar 2025)

- promoted and sold Golden Age and Creston Taproom as event venue options
- worked with local partners to promote visibility and venue engagement
- collaborated with Marketing Director to set event sales goals, develop social media content, and create events in ticket management system
- coordinated invoicing and payments for deposits, rental fees, catering, AV, labor, door splits, and other services offered or received
- created, updated, and organized documentation for all event activities, including rental contracts, banquet event orders, kitchen sheets, rental and bar packages, catering menus, artist riders, performance agreements, and settlement / ticket sale reports
- produced, scheduled, and executed public events and entertainment
- provided copy and designed menus, documents, and event posters for special events
- established SOPs and streamlined operations for event and catering services
- recruited, trained, scheduled, and managed banquet and bar staff, while ensuring labor budget targets were met
- provided floor coverage for events and daily taproom operations, as Manager on Duty
- managed linen and equipment inventory, supply orders, and vendor relations

Event Coordinator

Frederik Meijer Gardens & Sculpture Park (Aug 2021 - Dec 2023)

- promoted and sold event options within the Culinary Arts & Events Department
 - answered inquiries and scheduled site visits for options that best fit each client's needs
 - contributed to securing hospitality and catering revenue in support of budget goals
 - created and calculated proposals for potential events
 - organized tastings and discussed in-house catering options
- diagrammed and organized event details in a timely manner to create documents to be interpreted by internal operations, culinary staff, and external clients
- provided floor coverage for events, vendor services, and guests' activities
- coordinated and invoiced all accounting information in connection with each event's room rental, catering, labor, AV, and other services offered
- encouraged a positive work culture and mission-forward mindset by planning staff events for the Enrichment Committee

Event Coordinator

ASM Global, Huntington Center and Glass City Center, formerly SeaGate Centre (Sep 2019 - Apr 2020)

- coordinated pre-event planning and managed all correspondence with the client, external vendors, and ASM Global staff
- created, edited, and delivered documentation
- compiled and reviewed event charges (labor, rentals, services) with each client
- collaborated with sales, box office, catering, operations and maintenance staff to deliver facility services during events and resolve event-related issues
- ensured compliance with all facility and appropriate governmental regulations
- represented venue and coordinated during ECHL Toledo Walleye Hockey games
- managed multiple events simultaneously, including meetings, galas, concerts, and trade shows (PRO Home & Garden, Fantasticon, Wedding & Bridal Expo, Champion Cheer Central)

EDUCATION

DePaul University | Chicago, Illinois
Bachelor of Fine Arts
Theatre Management, Management Minor
3.84 GPA | Magna Cum Laude

CERTIFICATIONS

ServSafe Food Protection Manager | ServSafe
Certified Guest Service Professional | American Hotel & Lodging Association
Hospitality Business Management Certificate | Hospitality Training Institute of Michigan