

COLLEEN M. CANTAREIRA

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EXPERIENCE

Destination St. Louis, Inc., Account Manager

Saint Louis, Missouri, (July 2016 -Present)

- Actively qualify new leads and determine services required while managing budgetary requirements and exceeding client expectations through creative ideas and experiences.
- Develop proposals and contracts based on requested services and logistical details relevant to client's specific needs and wants
- Work with multiple accounts in various service needs under stringent deadlines.
- Fluent in venue capacities and nuances of those spaces in the greater St. Louis region.
- Exercise time management and client expectation.
- Assist in the development of timelines for events, manage vendor and client correspondence and execution.
- Manage client follow-ups and assist with the decision-making process.
- Maintain membership and leadership responsibility in hospitality organizations.

Wells Fargo Advisors, Email Design and Distribution Analyst

Saint Louis, Missouri, (June 2015 – May 2016)

- Collaborated to create, troubleshoot & distribute critical internal communications across multiple channels via email.
- Organized and analyzed distribution lists. Formatted and published supporting documentation to each channel while ensuring sensitive data was delivered to the intended audience.
- Published & edited channel approved daily communications while ensuring accuracy and efficacy.

Town of Juno Beach, Administrative Services Coordinator

Juno Beach, Florida (2004 - 2005)

- Planned and implemented all town events including beach clean ups, art shows, ice cream socials and bands.
- Worked directly with FEMA on Project Worksheets 3944 & 3947 after Hurricanes Frances (9/3/2004) and Jeanne (9/25/2004) compiling all paperwork for reimbursement for Town property damage, police protection and future disaster preparedness plans.
- Wrote communications including speeches for town officials, newsletters, website and signage.
- Served as the liaison for the Town at Chamber of Commerce functions and The Marinelife Center of Juno Beach.

Jupiter Tequesta Juno Beach Chamber of Commerce, Communications/Special Events Manager

Jupiter, Florida (2001 - 2004)

- Developed and implemented all special events and communications including the 12th, 13th & 14th Art Fest by the Sea.
- Planned the 2nd & 3rd Annual Gala & Auction, which increased attendance by 20% and revenues by 80% each year.
- Produced all written marketing materials including newsletters, press releases, Annual Area Guide and website.

The Synapse Group, Inc., Internet Customer Service Coordinator

Stamford, Connecticut (2000 - 2001)

- Managed an offsite customer service vendor for the largest distributor of consumer magazines.
- Monitored customer service output to new on-line platforms while creating new processes and materials for the staff.
- Contributed to their partnership with Amazon by meeting their stringent customer service & fulfillment goals.
- Daily problem resolution to inquiries handling escalated issues with the Better Business Bureau & Attorney General.
- Served as a liaison between the Customer Service Department and Internet Operations.

A.G. Edwards and Sons, Inc., Sales Recognition Programs Coordinator

Saint Louis, Missouri (1998 - 2000)

- Planned, organized and administered all corporate sales incentive and recognition programs.
- Developed valuable relationships with vendors and suppliers.
- Assisted with development and coordination of marketing efforts for new programs. Created marketing materials to raise consultant awareness of incentive programs while researching and monitoring new trends in incentive markets.
- Maintained Microsoft Access data tracking systems for all corporate incentive programs, department expenditures and billings. Provided ongoing high-quality customer service to financial advisors throughout the country

Lewis Communications, Public Relations Assistant

Mobile, Alabama (1996 - 1997)

- Edited weekly internal newsletter, news releases, media bulletins and other correspondence. Maintained client files by scanning newspapers and magazines for appropriate articles. Assisted in media relations for clients during events.

PROFESSIONAL CERTIFICATION / ORGANIZATION MEMBERSHIP

- Hospitality Sales Marketing Association International, Missouri Chapter
Board Member, Vice President of Logistics, 2018-Present
Board Member, Vice President of Hospitality, 2017-2018

EDUCATION

Bachelor of Arts in Communications, 1998, Spring Hill College, Mobile, Alabama