

SONJAM. LESKINEN

sonjamleskinen@gmail.com

PROFILE

Creative, intelligent, and motivated to succeed. Hard-working individual seeking to contribute marketing and customer relations to achieve and advance company goals in a challenging marketing environment.

EXPERIENCE

Marketing Manager, Harry Caray's Restaurant Group — Chicago, IL August 2008-Present

Work directly with the C.E.O., Vice President, and Director of Communications on all aspects of marketing for seven restaurant concepts and an off-premise catering company. Responsibilities include managing advertising efforts including budgeting, forecasting, ad buying, copy writing, web and print design, and authorizing marketing expenditures; handling all aspects of the company's online presence including routine website updates, creation and development of social media presence including Facebook, Twitter and Foursquare, and the creation of company blog and e-newsletter; writing press releases for multiple events and holidays; event planning and execution; scheduling and coordinating media coverage for restaurant openings and VIP parties; maintaining and strengthening media and concierge relations; attending various industry networking events; representing the brand at industry trade shows; developing and managing internship program; and miscellaneous administrative tasks. Promoted from Marketing Associate to Marketing Manager in 2009.

Marketing Assistant, Server, Rokit Bar and Grill — Chicago, IL January 2007-June 2008

Responsibilities include opening and closing duties, extensive menu knowledge, sales, and maintaining a high level of customer service. Additional responsibilities with the company include attending promotional events, coordinating marketing events for staff, reviewing corporate reports, and attending weekly corporate marketing meetings.

Marketing Coordinator, Mendoza & Mueller Attorneys at Law — Chicago, IL September 2004-June 2008

Responsibilities include payroll, billing, banking, customer accounts, and miscellaneous data entry. Developed and implemented new marketing plan including design of new promotional materials, design and creation of new website, creation of several address databases for mailings, set up monthly marketing appointments for attorneys, and monthly upkeep of promotional materials.

Intern, LocalLaunch! Internet Marketing — Chicago, IL March 2006-September 2006

Worked as a marketing intern for LocalLaunch! Internet marketing firm. Responsible for keyword research for search engine optimization, writing Google searchable business profiles for clients, and meeting fulfillment on advertising campaigns.

EDUCATION

DePaul University, Chicago, IL

B.A. in Public Communications and Marketing; Graduated in June 2007 with a 3.789 GPA

SKILLS

Proficient in QuickBooks, Adobe Photoshop and InDesign, Microsoft Office, Macromedia Contribute, HTML and FBML programming Mailchimp, Facebook, Twitter, LinkedIn and Foursquare. Familiar with both Windows XP and Mac OSX operating systems. Have also gained extensive experience in customer service and sales in several different environments.

REFERENCES AVAILABLE UPON REQUEST