Philadelphia, PA | 215.896.4600 | juliamaassblog.wordpress.com

**EDUCATION:** Temple University, School of Sport, Tourism and Hospitality Management, May 2018

Bachelor of Science in Tourism and Hospitality Management

Minor: General Business Certificate in Event Leadership

#### **INDUSTRY EXPERIENCE:**

## Saxbys, Philadelphia, Pa

December 2017- July 2017

## Student Café Executive Officer (C.E.O.)

- Served as a Student C.E.O. of an exclusively student-run café and had full managerial responsibility for an operation that employed 61 team members and generated over \$800,000 in annual revenue.
- Practiced self-management and servant leadership to build a mission-driven culture.
- Achieved mastery in Saxbys' 3 Pillars of Leadership; Team development, Community Leadership, and Financial Management

# o Team Development

- -Provided hands-on training and in-café onboarding for all new team members that served over 900 guests a day.
- -Learned—and applied—interpersonal skills via on-shift coaching, feedback, and task delegation with team members.

### o Community Leadership

- -Fostered programming with Temple University's Fox School of Business and School of Sport, Tourism and Hospitality Management to increase the double impact of the business
- -Raised over \$7,000 during our Pay-as-you-wish, for student scholarships

# o Financial Management

- -Fully responsible for all P&L items including: ordering and inventory, vendor relations, labor schedule, and marketing budget to drive revenue, manage cost, and ultimately maximize profitability.
- -Presented monthly P&L Statements to Saxbys executive team at center city headquarters

## Stratus Rooftop Lounge, Philadelphia, Pa

January 2017- May 2017

#### Sales and Marketing Intern

- Involved in prospecting, 50 or more, potential clients for the multiple event spaces.
- First point of contact when VIPs and special clients visited Stratus.
- Interacted with the BEO teams and attended weekly BEO meetings.

### National Multiple Sclerosis Society, Philadelphia, Pa

#### **Event Planning Intern**

February 2015-August 2015

- Involved with the planning and organizing of the Walk MS and Bike MS events and The Women Against MS Luncheon.
- Interacted with members and acquired new donors and solicited sponsor.
- In charge of reconnecting with organizations and individuals that were previous and current sponsors and donors from the Greater Philadelphia area.

#### **ORGANIZATIONS & ACTIVITIES:**

Captain/Lead Server, Five Star Staffing, Philadelphia, Pa

October 2013- Present

Moderator, 2017 Senior Professional Development Seminar Alumni Panel

November 2017

Campus Recreation, Temple University Member, Professional Conventions and Meetings Association August 2014- August 2017

Coach, Girls on the Run Philadelphia and Heart and Sole Philadelphia

January 2016

December 2016

Temple University Rome, Special Events Assistant

Fall 2015

#### CERTIFICATIONS:

ServSafe Certified

March 2018

**RAMP** Certified

August 2017

CPR and AED Certified

Spring 2017

Social Tables Certified

Spring 2016

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