

Chrissy Whitcomb

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Dear Hiring Manager,

I am reaching out to express my interest in acquiring a position at the American Seed Trade Association. I am excited about the growth opportunities and hope to explore the contributions I can make. Having one and a half years of experience in administration and member services at the Council of Producers and Distributors of Agrotechnology (CPDA), an agrochemical trade association, I believe I have the skills to be an asset to your company.

My experience encompasses administration, marketing, and member services in relation to trade associations. In my current role, I serve as the direct assistant to the President and the Director of Marketing and Office Operations. I feel that my attention to detail and results-oriented work ethic makes me the perfect fit for your organization. Some of my recent achievements include:

- Analyzing member dues structures and proposing annual adjustments for Board approval
- Design and develop promotional materials and campaigns for conferences, webinars, and other events
- Maintenance and design of company's website
- Assist with coordination of annual legislative and regulatory Fly-ins

I would like to arrange a meeting to discuss how my abilities and professional knowledge can help the American Seed Trade Association meet its goals in 2023. I would be happy to provide references on request. Please let me know the most convenient time to talk.

Sincerely,

Chrissy Whitcomb

Chrissy Whitcomb

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SUMMARY

Friendly, reliable, and hardworking team member looking to continue my professional development while promoting the goals and interests of an Association and its membership.

EXPERIENCE

Marketing and Administrative Assistant, & Member Support Oct. 2021 – Present
Council of Producers and Distributors of Agrotechnology | Arlington, VA (*currently work out of Minnesota office*)

Member services -

- Serve as primary and initial contact for member service-related calls and questions.
- Responsible for all membership invoicing including annual dues, sponsorships, registrations, and all other fees.
- Analyze member due structures and proposed annual adjustments for management and Board approval.
- Coordinate virtual and in-person Board, Executive, and Committee Meetings.
- Responsible for administrative activities of the Association's product certification program
- Maintain all Member and non-Member contact databases.

Marketing and Administrative Assistant -

- Serve as a direct assistant to President, and the Director of Marketing & Office Operations.
- Finalize association presentations (PPTs) for visual improvement of content, ensure consistent marketing branding, etc. for association conferences; webinars; and annual, committee, and board meetings.
- Design promotional materials and develop marketing campaigns for conferences, webinars, and other events. Including materials such as posters, banners, newsletters, and email marketing reflecting all company activity
- Design and distribute association newsletters, email marketing campaigns, and all other announcements.
- Assist with content development, layout, and design of Annual Report.
- Assist with all external marketing such as designing print and digital ads and developing video content.
- Manage association's social media, create posting layouts and develop and maintain promotional calendar.
- Assist with all aspects of event planning and operations for meetings and conferences up to 300+ attendees.
- Coordinate PAC Fundraising activities, attend FEC compliance training, and process PAC Reporting.
- Maintenance and design of company's website using WordPress. Propose & implement new website features, enhance existing webpages, develop conference registration homepage, and monitor website traffic.
- Assist with coordination of annual legislative and regulatory Fly-ins, policy papers, etc.

Assistant Manager

Feb. 2018 – July 2021

Bubbles and Bows | Delano, MN (*Seasonal depending on College Schedule*)

- Managed front office operations.
- Managed all social media sites, including the company website.
- Trained and coordinated up to 15 employees in carrying out daily operations.
- Initiated and created several policies and procedures to improve the efficiency and quality of the facility.

EDUCATION

University of Saint Thomas | Bachelor of Science in Biology

ADDITIONAL SKILLS

MS Office Suites | Adobe Suite | Photoshop | Canva | Video & Photo Editing | Proofreading | Website Design & WordPress
Webinar Platforms | Educational Video Content | Online Forms & Surveys | Social Media Platforms | FEC Compliance