

MICHAL KAREN GORDON

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EDUCATION

Cornell University, School of Hotel Administration

ITHACA, NY

Candidate for Master of Management in Hospitality, May 2008

- Marketing and Operations Concentration

York University

TORONTO, ON

Bachelors of Arts, Specialized Honors Psychology, June 2005

Graduated Summa Cum Laude with a GPA of 8.6 on a 9.0 scale

- Recipient, Alumni Award of Distinction, York University's most prestigious undergraduate entrance scholarship

WORK EXPERIENCE

2005-2007 **University of California, Berkeley Hillel**

BERKELEY, CA

Program Manager

- Organized and managed events for 3,000 students on campus with an annual budget of \$250,000
- Supervised, trained and supported 50 student leaders in event planning, resulting in a 25% increase in programming during the academic year
- Developed a model, budget, curriculum and planning guide for service-learning projects in the Gulf Coast; secured \$40,000 in funding for program execution costs
- Directed, fostered and enhanced supplier and vendor relations
- Planned logistics, travel arrangements and itineraries for groups of 20 to 50 participants
- Participated in the initial implementation of a student database and tracking system

2000-2005 **eCustomerWorld**

TORONTO, ON

Conference Manager

- Organized seasonal hi-tech conferences for 2,000–5,000 attendees with an annual budget of \$1 million
- Secured optimal conference venues, evaluating meeting spaces, catering services and accommodations
- Conceptualized the design of promotional conference materials and implemented marketing campaigns
- Hired over 100 employees for temporary positions including registration, guest services and media support
- Assisted delegates and speakers with all details pertaining to preparation, execution and event follow-up
- Recognized for managing multiple tasks simultaneously while adhering to strict deadlines

2000-2002 **Jr. Genius Educational Services**

TORONTO, ON

Assistant Office Manager

- Administered scheduling for 50 instructors and resolved time-scheduling conflicts through communication with tutors and clientele
- Distributed and marketed promotional materials to stimulate client interest; increased sales by 15%
- Processed and managed monthly expense and income reports for 50 employees

VOLUNTEER EXPERIENCE

Spring 2007 **Fundación Denis Ernesto González**

MATAGALPA, NICARAGUA

- Recruited and coached volunteers in self-sustainable agriculture project in the developing world

2005-2006 **Interfaith Disaster Task Force**

GULFPORT, MS

- Led and organized relief groups to rebuild homes in Mississippi after Hurricane Katrina

2005-2006 **The Leukemia and Lymphoma Society (LLS)**

BERKELEY, CA

- Top fundraiser for the East Bay chapter of the LLS

SKILLS

- Proficient in Excel, Word, PowerPoint and Publisher; familiar with Adobe Photoshop
- Marathon runner – completed the 2006 Napa Valley Marathon