

Amy Cornaire

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SUMMARY

A self-motivated and creative Communications and Events Manager with a strong digital marketing background and a history of successful project management, increasing non-profit fundraising success year over year. Spent the better part of two decades working in Marketing and Communications, including eight years as a web designer where digital content became a second language. Excellent writer and editor. Extensive experience in community relations and events, grant program management, social media, digital marketing, new software implementation and more. Effective team leader and local non-profit advocate who manages committees, events and volunteers. I've helped grow our annual net total raised by 25% over the past five years during my tenure as the Communications Manager at the Community Foundation within the exclusive community of the Ocean Reef Club.

PROFESSIONAL EXPERIENCE:

Communications & Events Manager

October 2017 – Present

Ocean Reef Community Foundation and All Charities, Ocean Reef Club, Key Largo, FL

ORCF enables Ocean Reef residents to achieve their individual philanthropic goals, wherever they may be focused, and supports efforts to improve the quality of life at Ocean Reef and in surrounding areas.

- Build and execute our annual communications strategy to help achieve our fundraising goals.
- Assist Director in overseeing annual fundraising event, which has seen an increase of 25% over the past five years. Our team writes, edits and designs a 50 plus page catalog each year. Manage committees, vendors and preferred partners, building relationships to secure future successes. Since 2008, the All Charities effort has distributed over \$60 million to local charity partners.
- Managed development of new website, www.oceanreefcommunityfoundation.org, create content and maintain it with WordPress CMS.
- Advocate for and work with Community Grant recipients to deliver effective content and increase engagement.
- Implement new online grant management system, Foundant, saving the staff of three valuable time organizing a large annual task.
- Manage digital presence including Facebook, Instagram and LinkedIn, website, email marketing, printed collateral, video production and advertising for both entities.
- Email list is about 10K. Our open rates are excellent, between 35% to 50%, consistently outpacing the average 25% open rate of the overall nonprofit sector, according to Campaign Monitor.
- Write, build and disseminate digital and printed marketing content with Adobe Creative Suite, Canva and WordPress to educate members on fundraising efforts, donor advised funds, end of year giving, legacy and special projects.
- Serve as a one-person department acting as liaison between club membership, business community, general public and All Charities/Ocean Reef Community Foundation performing marketing and event management and board, non-profit partner, and community relations.

Membership and Marketing Manager

March 2017 – October 2017

Islamorada Chamber of Commerce, Islamorada, FL

The Chamber serves as a voice for the wellbeing of the local Islamorada business environment, helping to promote local businesses, improve their growth and foster economic development. It also manages Visit Islamorada, the organization that directly promotes the four-island community as a major tourist destination in the Florida Keys.

- Managed Chamber website, www.islamoradachamber.com, including online community calendar.
- Managed database of 725 members, promoted to new businesses and processed new members.
- Managed the ongoing social media presence for the Chamber and Visit Islamorada as well as for the organizations' major community and fundraising events such as Island Fest, which brought in 10K visitors annually.
- Updated Chamber members, community leaders and politicians on latest news and events through regular email campaign. The mailing list had 1,000 opt-in subscribers.
- Assisted on major, regularly scheduled Chamber events such as Island Fest, Holiday Fest, monthly luncheons and After Hours.
- Wrote and designed monthly Chamber newsletter, which was mailed to a list close to 1000 including members as well as community leaders, politicians and others.
- Fact-checked and updated member information, wrote and edited content, and helped design Chamber's publications, such as the Visitor's Guide and Membership Directory.

Area Director of Catering

March 2016 – March 2017

Islamorada Resort Company, Islamorada, FL

A busy, higher-end network of hotels, marinas, retail boutiques and the region's most accomplished charter boat operators, Islamorada Resort Collection is a one-stop shop for all things Islamorada. My tenure began in 2013 as Conference Services and Event Manager and I was steadily promoted until being named Area Director of Catering. I managed the catering team for four Islamorada hotels, including booking clients, managing weddings/events, menu development, and supervising 10.

- Developed and maintained catering accounts by ensuring client satisfaction before, during, and after events. Communicated with high attention to detail to complete banquet event orders in advance of the event, present at the event to manage our staff and ensure things went well and followed up with phone calls and emails to ensure client satisfaction.
- Managed creation and distribution of weekly banquet event order system.
- Managed lead/proposal/contract strategies for optimal and efficient booking.
- Managed online lead generators such as CVENT, The Knot and Wedding Wire.
- Marketed event services by creating event collateral, promotions, and eblasts.
- Cultivated local business and vendor relationships to ensure steady referrals.
- Developed trade show calendar/collateral and attended shows.

Marketing Manager

March 2015 – April 2016

Islamorada Resort Company, Islamorada, FL

- Managed website content, PPC and online promotions to increase hotel occupancy.
- Developed and implemented annual media plan.
- Ensured corporate branding remained consistent in all marketing efforts.
- Social media liaison for Facebook, Twitter, Instagram.
- Monitored online reputation management tools such as Trip Advisor.
- Designed print ads, brochures, event flyers and other hotel collateral.
- Collaborated with hotel management team to identify marketing priorities, develop and promote hotel specials and events.
- Assisted Director of Sales with budgets, marketing plans and daily functions.

Conference Services and Event Manager

March 2013 – March 2015

Islamorada Resort Company, Islamorada, FL

- Managed nearly 150 events each year (wedding/corporate/social) with a 2-person team.
- Coordinated food and beverage, accommodation and transportation for participants, facilities, catering, signage, rentals, displays, special needs requirements, printing and security for all events.

- Ensured event activities met all regulations and laws, the participants satisfied and issues were resolved as they arose.
- Conducted post-event evaluations, of which about 95% were happy with their events.

Web Designer

May 2005 – January 2013

FloridaKeys.com, Cooke Communications, Tavernier, FL

Now Two Oceans Digital based in Key West, this organization is the largest full-service digital marketing provider in Monroe County (Florida Keys)

- Helped create and maintain Florida Keys Tourist Development Council award-winning website, flakeys.com, which was named the best tourism website in the state by Visit Florida, the state tourism development agency.
- Maintained websites for local hospitality clients such as Fantasy Fest, Irish Kevin’s and Sloppy Joe’s.
- Assisted in redesign for the company’s two flagship sites, KeyWest.com and KeysNews.com.
- Designed and implemented effective online advertising programs.
- Worked well with the sales department to quickly and efficiently traffic projects to completion.
- Fluent in HTML, CSS, SEO, email marketing, with working knowledge of WordPress, jQuery, responsive design for mobile devices, Google Analytics, Illustrator, InDesign, and Adobe Creative Suite.

Assistant Restaurant Manager

October 2003 – May 2005

The Ocean Reef Club, Key Largo, FL

- Contributed to a food and beverage team that beat budget by 22% during 2004-05.
- Managed team of up to 20 employees.
- Responsible for daily front of house operations, project management, budgeting, training and scheduling for outlets.

EDUCATION

Bachelor of Arts in Communications, with a concentration in Public Relations, University of ME, Orono

CONTINUING EDUCATION

Digital Marketing

Digital Marketing Training with Advisori Insiders Pro, 2023

Google Analytics Certification

Keen interest in AI Prompt Engineering (Chat GPT)

WordPress Rockstar with Julia Taylor, CEO and Founder of GeekPack, online coding and business community, 2020

WordPress CMS Custom Theme Development, Miami, FL

Search Engine College, Certified Search Engine Marketer

Certified Webmaster, Florida State University, Center for Professional Development

LinkedIn Learning to stay abreast of the latest developments in technology for my clients

Non-profit

- Little Green Light, Foundant, Maestro, Auction Conductor

Hospitality Management

- Sales Pro, Opera, Revinat