

Diana Cole

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I want to work for your organization because I have the professional abilities for sales marketing, creativeness, and networking to be able to get more clients. I have the motivation to lead and succeed in any field. By using my time management, I can either work either in-person or hybrid.

Executive Summary

Highly motivated, organized, success driven individual seeking to become affiliated with a dynamic organization that offers opportunities for professional development and advancement.

Core Competencies

MS Office, Google Workspace, Social Media, Hootsuite / Tweet Deck / Facebook Business Suite, MailChimp / Constant Contact, Canva, Magazine Manager (Atlanta Jewish Times Internal System), Adobe Pro, CRM, Administrative, Dropbox, OneDrive, Basecamp, Aliba, Computershare, Logistical Planning, IBIS (Development Corporation for Israel's Internal System), Multitasking, Report Generating, Concur, Team Building, Event Management, Crisis Management

Work Experience

Administrative Assistant

November 2023 – May 2024

Israel Bonds - U.S. underwriter of debt securities issued by the State of Israel.

- Manage office correspondence, mail merges, and special projects.
- Provide administrative support to multiple sales representatives.
- Manage client database and internal systems.
- Process and code investments and payments.
- Assist with investor communication and meeting scheduling.
- Manage communication with major investors, board members, and prospects.
- Spearhead even registration and preparation of materials, including name badges, investment cards, seating, payments, and investment processing.
- Process invoices and check requests for accounts payable and billing.
- Coordinate speaker schedules, travel, and accommodations.
- Acted like Office Manager.

Website, Content, Community Coordinator

December 2020 – Present

Atlanta Jewish Times – Atlanta, GA The mission of the Atlanta Jewish Times is to create a sense of community throughout the geographically Jewish people of greater Atlanta.

- Managed Times and Connector on Facebook, Google, Instagram, LinkedIn, and Twitter.
- Created two weekly email newsletters in Mailchimp.
- Created three weekly Times, two weekly Connector, one Atlanta Jewish Blogger email newsletters in Mailchimp.
- Pulled a weekly Google Analytics report for the Connector and Times.
- Managed the Times and Connector homepage layout using WordPress extension Salamandra.

Community Coordinator (December 2020 – February 2022)

- Handled Subscription Circulation, Renewals, and Development.
- Created Subscription Specials.
- Compiled and Posted Events Online and in Print.
- Generated Excel Reports.
- Assisted in Community Engagement Projects.
- Targeted Families in Preschool, Day Care Settings.
- Created Coupons / Subscription Inserts for Stores, and Community Organizations.
- Built Relationships and Community Development with Public and Private Schools.
- Built Partnerships with Community Partners.
- Managed Office Supplies.

- Customer Service: Answering Calls, Greeting Visitors.
- Sold the Connector to businesses.

Website and Content Coordinator (April 2020 – February 2022)

- Formatted stories from the newspaper for the WordPress website using graphics, videos, and other media provided.
- Lead on Community Projects
- Designed graphics and images using Canva.
- Trained Interns on subscription and advertisement sales
- American Jewish Press Association (AJPA) Simon Rockower Award 2022 Best Website (2nd Place)

Executive Administrative Assistant to C-Suite Executives (CEO)

February 2022 – February 2023

Hotel Evolution - Hotel Evolution, LLC is a Hospitality Management, Development, and Consulting Company.

- Completed administrative tasks for the CEO – managing work and family calendar, iCloud/Google Drive
- Responsible for calendar management, which requires interaction with the CEO and other Senior Managers.
- Worked closely with CEO to organize/ plan trips rather personal or business-related.
- Practiced great communication skills, showing professionalism within and outside of the office.
- Assisted CEO with presentation preparation.
- Kept track and update all government forms including passports, and overseas passports/identification.
- Communication directly to the CEO and other business entities on the CEO's behalf.
- Maintained 100% confidentiality of all communication and documentation for business and personal.
- Assisted the CEO with credit applications while building relationships with vendors for hotel.
- Responsible for keeping signed documents, bank statements, and contracts using digital platform Dropbox.
- Assisted the managing partners and other principals with scheduling calls and other appointments.
- Assisted HR manager in updating business matters such as renewing business licenses and other certifications for all owned Hilton and IHG brand hotels.
- Prepared and proofread documents.
- Stayed current with all Standard Operating Procedures of the company and office.
- Responded to requests for materials and other needs regarding CEO and meeting other Executive Manager needs.
- Worked with HR with hiring, screening, and managing workload.
- Comprehensive Office Management – extensive filing system.
- Supported accounting by the reconciliation of invoices, payroll, spreadsheets, Hotel Evolution property, bank statements, taxes, and other propriety information.
- Answered phone calls and kept track of mail (Department of Labor, Department of Revenue, IRS).
- Collaborated with internal and external teams to help develop and implement company strategies.
- Served as Project Manager on cross- functional projects.
- Developed and implemented procedures or systems to organize departmental operations.
- Acted like a Personal Assistant.

Marketing Director

June 2018- December 2020

XtremeHopp - Johns Creek, GA XtremeHopp Johns Creek is an indoor trampoline park for all ages.

- Created and maintained social media.
- Communicated with Community Organizations.
- Formed Graphic Designs.
- Maintained Constant Contact.
- Communicated with guests and listened to their feedback.
- Acted as Shift Lead.
- Key Holder.

Publisher

January 2013- February 2021

Sandy Springs Dunwoody Macaroni Kid - Macaroni Kid is publishing platform dishing the scoop on local events and activities for millions of parents across the US.

- Published a weekly e-newsletter for families containing articles, reviews, and event information.
- Developed relationships within the local community, including families, business owners and non-profit organizations.
- Maintained schedule of all advertising ending dates.
- Prepared correspondence and invoices.
- Utilized social networking and attend local events to increase subscriber base.
- Co-managed a Twitter party, Grew and Managed Facebook, Twitter, Pinterest, and Instagram.
- Created and Maintain Monthly newsletter to advertisers.
- Grew subscriber list to over 6,200 local families from 400 families, with over 3,327,306 page views through promotions, reviews, news-related content, parenting and health articles, and advertising.
- Planned, organized and implemented annual community event to raise money for local non-profit organizations, increasing profits considerably each year.

Local and Regional Representative

December 2011- July 2015

Expert AuPair - Expert AuPair is an American cultural exchange program. Match international students with host families across the United States who are in need of childcare.

- Met with the AuPair once Arrival to the Home and Oriented her to the Program.
- Created and Facilitated Meetings between the Au Pairs in the Area.
- Acted as a Mediator between Au Pairs and Host Families when Conflict Arose.
- Created Document on how to be a Better AuPair.
- Posted Advertisements, Interviewed, Checked References, Hired, Trained, and Terminated Local Representatives.
- Managed over Thirty – Five Local Representatives.
- Maintained Accounts Payable Document for Payroll.
- Acted as a Liaison between Host Families, Au Pairs, and Central Office including Issue Resolution.
- Maintained Quarterly contact with each Au Pair and Family on the Program.
- Interviewed Au Pairs over Skype.
- Attended Training session with Au Pairs.
- Maintained Database of Current Local Representatives.
- Assisted in Marketing of Expert Au Pair.

Education

West Virginia University. Bachelors of Family Resources Concentration Child Development Child Care