



JEANIE VELA

Project Manager/Event Planner

Contacts

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References

Rynthia Clements - Director
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Erik Williams - Head of School
Texas Academy of Faith and Arts

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Jona Lowe
Partnership Development Specialist

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NOTE 1 Letters of Recommendation
Available Upon Request

About Me

Creative, detail-oriented professional freelance event planner with outstanding knowledge and expertise in all aspects of event planning and project management, including development, communication, coordination, implementation and management. Adept at quickly assessing needs, developing plans, and implementing effective solutions that meet client needs and focuses on outstanding client services in project management and event planning for private individuals, non-profits and small business. Characterized for performance driven self-motivation, commitment, superior time management, impeccable organizational skills, personal tenacity, efficiency, and resourcefulness combined with 10+ years' experience in guiding innovative ideas from conception to completion.

Experience

Steering/Management Committee
Texas Academy of Faith and Arts

2020 – 2024

During my tenure on the Board of Directors, I served as Chairperson for the Marketing, Fundraising, and Parent Committees. This role involved overseeing and managing the activities of each committee. As Chairperson, I acted as a liaison between the committees and the Board of Directors, offering guidance, strategic direction, and regular updates. I ensured that the operational activities of the committees were in line with the vision, goals, and objectives of the Texas Academy of Faith & Arts.

Parent Committee Chairperson

- Led TAFA Parent Committee, optimizing volunteer efficiency and reducing redundancies.
- Collaborated with the Board, Head of School, and Directors to set goals and achieve measurable outcomes.
- Expanded volunteer base by 80%, establishing a network of over 700 members.
- Developed comprehensive volunteer policies, procedures, and training programs.
- Promoted open communication and collaboration among committee members.

Fundraising Committee Chairperson

- Facilitated communication among committee members, liaising with the Board of Directors.
- Implemented a fundraising plan, boosting annual donations by 80% and exceeding goals by 45%.
- Built relationships with major donors, increasing donor retention and average donation amounts.
- Managed online fundraising campaigns, enhancing donations through social media and email marketing.
- Secured corporate sponsorships, increasing revenue and brand visibility for the organization.

Skills

- Strong Communication Skills
- Team Building & Leadership
- Organizing & Coordinating
- Administration & Management
- Program Development & Implementation
- Critical Analysis, Problem Solving & Decision Making
- Meeting Deadlines & Time Management
- Resource Allocation
- Project & Operations Planning
- Policy & Procedure Development
- Strategic & Contingency Planning
- Budgeting & Cost Controls
- Vendor/Venue Relationships & Negotiations

NOTE 2 Extended Resume Available Upon Request

Marketing Committee Chairperson

- Directed marketing campaigns, generating 170+ leads and increasing brand awareness by 42%.
- Expanded social media audience by 33%, improving engagement and follower growth by 20%.
- Produced digital content with 100,000+ impressions, boosting audience interaction.
- Designed 200+ promotions, enhancing brand recognition in target demographics.
- Managed multimedia projects, collaborating with photographers and videographers.

Relocation Project

2020

Travis Academy of Fine Arts

Served as the Relocation Coordinator for Travis Academy of Faith and Arts. I was tasked with relocating a 20-year-old school to a new host facility across town.

- Coordinated the relocation of a 20-year-old school, managing staff and volunteers for efficient execution.
- Implemented a color-coded packing system for 7 departments, ensuring organized relocation.
- Secured buyers for unused materials, organizing a garage sale that funded the moving expenses.
- Coordinated moving day logistics, selecting movers and securing storage units for efficient setup.
- Achieved a seamless transition to the new site, optimizing time and resources with detailed planning.

Ballet Renovation Project

2020

Travis Academy of Fine Arts

Served as the Assistant Renovation Coordinator for Travis Academy of Faith and Arts' ballet studio renovation. We converted a 1920 garage with a single open space into 3 ballet studios, office and lobby. My contribution reduced the projected payout by \$40,000.

- Planned and coordinated special renovation projects, achieving \$40,000 cost savings.
- Oversaw project development, managed budgets, and ensured timely completion of tasks.
- Collaborated with vendors and contractors to meet quality standards and project goals.
- Identified and resolved issues promptly, minimizing impact on timelines and budgets.
- Guided design improvements, enhancing interior renovations and furnishings.

Anniversary Celebration

2019

Travis Academy of Fine Arts

Served as the Event Planner for Travis Academy of Faith and Arts', an art school with over 750 students, 40 staff members, 6 departments and 119 classes. My role was to plan and implement a 20th Anniversary Celebration for upwards of 1500 guests and 350 volunteers, with a maximum budget of \$5000.

- Planned and executed a 20th Anniversary Celebration for 1500 guests and 350 volunteers within a \$5000 budget.
- Collaborated with finance to develop booth sponsorship and vendor procedures, boosting community engagement.
- Managed logistics including vendor contracts, safety procedures, and event setup/teardown for seamless execution.
- Recruited and coordinated volunteers, ensuring efficient event operations and high attendee satisfaction.
- Utilized financial strategies to maximize budget, achieving event objectives and delivering a memorable experience.