

# DANA LEAVY-DETRICK

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Aspyre Solutions  
35 Sunderland Drive  
Brooklyn, NY 11231  
Attn: Jennifer Cottone

July 3, 2013

Dear Jennifer:

I am reaching out with interest in consideration for the Associate Event Manager opportunity with Aspyre Solutions. With over 3 years of experience in event and merchandise management, combined with prior professional experience in a leadership capacity, I bring a strong aptitude for coordinating logistics and mobilizing teams, with a focus on retail merchandising for special events.

In several capacities, I've consistently handled high volumes of sales while effectively managing onsite operations, vendor relationships, staffing needs and inventory levels. In my recent role as Event Merchandising Manager for AEG Worldwide Merchandise, I was responsible for onsite direction of merchandising operations for large-scale events, assisting with retail shop setup and oversight of inventory. Prior to AEG, I was the Fila Retail Event Manager for the 5,000 square foot Fila pop up retail shop at the 2013 US Open, supervising a staff of 25 and overseeing a \$1 million retail order. Overall, my leadership and strategy contributed to increased sales revenues of more than \$725,000 for the event, a 15% increase over the prior year.

I'm confident that I bring to the table a valuable mix of competencies that include:

- Experience staffing and supervising teams of up to 30 across multiple site locations, both domestically and internationally.
- Knowledge of financial operations including budgets, inventory projections, point of sale systems and pricing strategies.
- Experience managing high volume retail events, including the US Open with attendance of more than 250,000.
- Significant track record of sales and transactional growth, through implementation of pricing, sales, and operational strategies.

On a personal level, I'm analytical and pragmatic in my approach, able to see the full picture of a project and bring together the necessary resources and solutions to implement and carry out an effective plan of action. Coming from a prior career in education and outdoor leadership, I've worked extensively with coordinating event logistics, and am highly experienced in supervising and facilitating groups in a diverse range of settings.

I welcome the opportunity to discuss my background and the needs of the role in more depth, and I thank you in advance for your consideration.

Sincerely,

Dana Leavy-Detrick