

Thalia Stoffers

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EXPERIENCE

VILLA ESPERANZA SERVICES

Nonprofit serving those with intellectual/developmental disabilities

Pasadena, CA
March 2024 - Present

Senior Special Events and Public Relations Coordinator

- Spearheaded end-to-end event production for organization's key fundraising events, including event logistics, theme, managing two planning committees, vendor coordination, recruiting volunteers, invoice tracking, and budget adherence.
- Successfully raised over \$750,000 through produced events – all while executing fundraising communication plans, exceeding income targets for two annual galas and two golf tournaments.
- Independently graphic designed and wrote event materials, including invitations, emails, thank you letters, event programs, and websites – designed consistent branding and effective communication. Used Canva, Adobe Indesign, Premiere Pro and Photoshop in the process.
- Secured sponsorships and enhanced donor engagement through DonorPerfect CRM, managing targeted email marketing campaigns to a database of over 10,000 contacts.
- Managed the organization's social media accounts (Instagram, Facebook and LinkedIn) using photo and video skills to craft engaging posts and increase stakeholder interactions.
- Developed and executed social media strategies, resulting in a 702% increase in Instagram reach after one year – driving community engagement and fundraising efforts.
- Led design ideation and research for company's website remodel – assisting in the rebuild of the site on Squarespace. Coordinated professional photo spread for site and future marketing uses.

3 LITTLE BIRDS EVENT PLANNING

Wedding Coordinator and Administrative Assistant

Burbank, CA
October 2022 - October 2024

- Assisted and coordinated over 40 weddings – done through following comprehensive event strategies, honoring a couple's vision, and leading event setup production from start to finish.
- Balanced leading production teams of over 15 people while coordinating vendor logistics and assisting the couple, ensuring seamless event execution and curating a couple's vision.
- Managed administrative tasks such as answering client inquiries, processing rental orders, and organizing wedding coordination contracts, ensuring the utmost customer satisfaction.

UNIVERSITY OF OREGON EVENT SERVICES

Event Support Crew

Eugene, OR
January 2023 - May 2023

- Provided event production for 20+ on-campus events, including conferences, seminars, and festivals, focusing on audio and visual stage setups and floor plan layouts.
- Assisted with guest relations, focusing on positive attendee experience and audience engagement.

EDUCATION

UNIVERSITY OF OREGON

Bachelor of Arts in Public Relations with Legal Studies minor

Eugene, OR
June 2023

- Summa Cum Laude, Dean's List
- Graduated with Highest Honours | GPA: 4.03/4.0 (First-Class Honours Equivalent)
- Relevant Coursework: Principles of Public Relations, Strategic Public Relations Communication, Public Relations Campaigns, Strategic Writing and Media Relations, Writing for Communicators

UNIVERSITY OF LONDON

Global Education Oregon | Journalism in London Summer Program

London, UK

July 2023

- Study abroad coursework in Advertising and Promotional Culture in the UK and Social Media for Journalists

VOLUNTARY WORK

WORLDPACKERS, LOFT HOSTEL

Hospitality Volunteer (5 weeks)

Budapest, Hungary

October - November 2024

- Fully immersed in Hungarian culture, engaging with local communities and learning basic Hungarian language skills.
- Collaborated with a diverse team of 5 colleagues from 5 different countries to ensure smooth hostel operations.
- Assisted over 20 guests with accommodations, local recommendations, and general customer service needs while also supporting the daily upkeep and maintenance of the hostel.

SKILLS

TECHNICAL

Fluent in Microsoft Office (Word, Excel, Outlook, PowerPoint) and Canva Pro; advanced in Adobe Creative Suite, including Photoshop, InDesign, and Final Cut Pro, and fundraising platforms such as OneCause, DonorPerfect, and Constant Contact; intermediate in Meta Business Suite and Google Analytics

CORE COMPETENCIES

Brand Marketing, Client Communication, Community Engagement, Event Coordination, Event Marketing Campaigns, Event Production Setup, Graphic Design, Project Management, Social Media Management, Strategic Communication, Vendor Relations, Website Design, Written Communication

LANGUAGES

English: Native

Spanish: Conversational