

# Jordyn Rothberg

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## University of Central Florida – Rosen College of Hospitality Management

May 2017

*Bachelor of Science in Event Management; Bachelor of Science in Hospitality Management*

Course emphasis in Risk Management, Event Operations, Meeting Management, and Strategic Management

### Honors Societies & Programs

Eta Sigma Delta – Hospitality Leadership Honors Society

## PROFESSIONAL EXPERIENCE

### Entertainment Benefits Group

*Inventory Analyst – Orlando, FL*

Sept 2018-Sept 2020

- Performed yield management daily for seating & barcoded inventory
- Communicated with Internal & External partners to obtain additional inventory to maximize profitability
- Completed barcode reconciliations at the end of each season, for all seasonal products
- Formatted and upload barcoded products into the company database

*Web Producer – Orlando, FL*

Nov 2017-Sept 2018

- Built & maintained a database with 9,000+ products ranging from Attractions & Theme Parks to Sporting Events & Live Entertainment
- Communicated across other departments to maximize sales & profitability for each platform
- Provided daily updates and maintenance for all products in efforts to increase ROI
- Possessed general knowledge of HTML for front-end updates

### Art & History Museums Maitland

*Rental Assistant – Maitland, FL*

Feb 2017-July 2020

- Managed venue operations during special events by upholding policies & procedures
- Immediate contact point for renters & vendors for entire duration of the event
- Oversaw complete load in & load out for all special events to ensure safety of all affiliated parties & historical property
- Assist Rental Manager with planning, implementing, evaluating, and managing special facility rentals

### Insomniac Events

*Seasonal Ticketing Staff - Various Locations*

Present/Seasonal

- Efficiently identify a customer's ticket order by verifying all pertinent information using AdmitOne/TAK
- Promptly resolve any scanning issues that may occur with a patron's ticket
- Assisted with BOH operations, including checking in all staff working the show
- Minimize risk of fraudulent orders by confirming the authenticity of each order
- Understand evacuation procedures and safe refuge locations prior to the opening of each show

## LICENSES & CREDENTIALS

**SheCodes Basics** – Issued January 2021

- Introduction to Coding – Basic HTML5, CSS3, JS ES6

**SheCodes Plus** – Issued March 2021

- Front-End Development – Advanced HTML5, Advanced CSS3, Advanced JS ES6, Bootstrap, API, Git/GitHub, Hosting

**SheCodes Responsive** – Issued May 2021

- Responsive Web Development – Flexbox, Search Engine Optimization (SEO), Responsive

## PROJECTS COMPLETED

- API integrations for Live Nation events using Ticketmaster API
- Assisted with QA testing for new company CMS containing thousands of attraction and event landing pages
- Trained & led team to build and maintain over 300+ Live Nation event landing pages for National Concert Week
- Assisted QA team with testing the new Disney Demographic feature on all websites