

Tova Kovacs

Market Strategy • Graphic Design • Event Planning

Marketing Professional & Event Coordinator

(860) 882-3228 • TovaKovacs@gmail.com • Meriden, CT 06451

LinkedIn: www.linkedin.com/in/tova-kovacs • Portfolio: <https://tovakovacs.wixsite.com/tova-kovacs>

I am a creative and organized individual who excels in leading multiple projects to satisfy expectations within a budget. I am passionate about helping others achieve success and joy. I am highly focused on efficiency and accuracy while creating a product that will stand out.

Market Research • Social Media Relations • Event Management • CRM Experience • Conflict Resolution • Microsoft Office Suite • Technology Savvy • Brand Management • Email Marketing • Management Experience

*Please visit my website for portfolio, projects and additional skills: <https://tovakovacs.wixsite.com/tova-kovacs>

Education

Bachelor of Arts, General Studies with Marketing Concentration • Southern New Hampshire University • 2017
Certificate, IEWP Event and Wedding Planning • QC Career School • 2015

Professional Experience

FENN-Torin, LLC

Marketing & Sales Coordinator

(9/2024-3/2025)

- Post and maintain social media accounts
- Update and maintain website and CRM (HubSpot)
- Manage customer visits
 - Create welcome signage and swag bags
 - See to any customer needs during their visit, such as meals and local travel
- Prepare materials for and attend trade shows
 - Create and pack signage, brochures, promotional items
 - Arrange and track shipping of materials for trade show
 - Book travel and stays for team
 - Find, track and follow up on leads gathered at trade show
- Monitor and respond to 3 company email inboxes
- Collaborate with team to create features of product, such as safety labels and instruction manuals
- Participate in Safety Committee

Southern New England Healthcare (SoNE HEALTH)-Windsor, CT

Digital Marketing & Graphic Design Specialist

(11/2022-2/2024)

- Manage all company branding
 - Ensured that all visual materials were properly branded with correct hex colors and logos
- Posted to and monitored social media
 - Boosted posts as directed by leadership, analyze performance
- Created and sent weekly e-newsletter "The Pulse"
 - Redesigned format on new program to make aesthetically pleasing and improve readability
- Built and managed CRM on HubSpot
- Co-built and managed pages on website using WordPress
- Designed graphics for all areas of the company
 - Blog bi-weekly, social posts, logos
 - Had 2 logos trademarked-Member Portal and Podcast
- Created and updated forms on Adobe
 - Edited existing forms and pamphlets
 - Created and update fillable forms
- Frequently learned new programs to benefit the overall company
- Co-planned and attended company events
 - Networking events, Educational events, Webinars
 - Annual Meeting & Election

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The Bushnell Center for Performing Arts-Hartford, CT

Customer Relations Representative, Box Office Associate & Event Services Staff (8/2011-9/2023)

- Assisted patrons during shows to find their way around the building and answered questions they have
- Helped to plan and execute events such as the Annual Wedding Expo, Black & Red Gala, Weddings
- Attended the day of events to make sure all aspects go according to plan and adjust when necessary
- Worked with box office staff to sell new tickets and distribute purchased tickets

Wadsworth Mansion at Long Hill Estate-Middletown, CT

Event Supervisor (Wedding Season 2022)

- Communicated with clients leading up to event to create floor plan and timeline
- Contacted vendors to communicate policies, procedures and timeline of event
- Acted as Day of Coordinator for event
 - Opened mansion, helped with setup
 - Ensured cleanliness of mansion and made sure all policies are followed
 - Assisted with cleaning and made sure all areas were clean before closing and locking mansion

Beth Sholom B'nai Israel-Manchester, CT

Marketing Coordinator (6/2018-9/2021)

- Created and sent email blasts with marketing materials and event promotions
- Coordinated and sent monthly newsletter
- Managed digital content including database, social media and website
- Assisted with events onsite and online such as bat/bar mitzvahs, weddings, birthdays and holidays
- Communicated press releases to contacts at various media outlets
- Assisted with fundraising campaigns and tracking donations
- Edited personal and professional written materials for grammar, punctuation and professionally appropriate language and verbiage.
- Adapted to COVID-19 and make changes to communicate with members
 - Converted printed newsletter and flyers to digital format
 - Sent weekly email updates to more than 300 members

The Wood Memorial Library and Museum-South Windsor, CT

Event Planner (8/2017-8/2018)

- Organized developed and implemented all aspects of the annual Gingerbread House Festival
 - Scheduled performances, programs, and demonstrations throughout the multi-week festival
 - Coordinated with multiple vendors to sell their products in the festival's shop
 - Lead staff and volunteers throughout the setup of the festival as well as cleanup
- Planned and assisted with other projects and events as needed

Avon Wellness Center Dental Associates-Avon, CT

Marketing Manager (1/2011-4/2016)

- Networked and managed social media and promoted business
- Designed, organized, and executed two-hour open house event
- Created and maintained professional relationships

Administrative Assistant (July 2010-April 2016)

- Managed administrative tasks including: greeting patients, collecting payments, scheduling appointments
- Responsible for many aspects of patient insurance including: receiving insurance information from patient, checking benefits, sending claims, checking status of claims, posting final insurance payments
- Trained and supervised new hires to administrative duties
 - Collaborated with office manager to write and edit work manual
- Edited personal and professional written materials for grammar, punctuation and professionally appropriate language and verbiage.