

JASMINE HOLLAND

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EXPERIENCE

MARIANNE'S ICE CREAM

Santa Cruz, CA

Event Coordinator

2025 – 2026

- Owned the full catering client cycle, including inquiries, tastings, contracts, scheduling, on-site execution, and follow-up, handling all client, planner, and venue communication for 75–100 events per year.
- Recruited, trained, scheduled, and supervised up to nine event staff, coordinating closely with distribution, production, and retail managers to keep events and daily operations on track.
- Planned and executed large-scale events, including full on-site management of the Quail Car Show, overseeing budgeting, transportation, inventory, staffing, and schedule.
- Maintained calendars, detailed event records, and internal documentation, coordinating with retail, production, and distribution management to allocate product and staff time efficiently.
- Led outreach and sales for new catering and event opportunities and represented the company at community functions.
- Produced weekly internal newsletters, managed social media, and supported branded merchandise projects to keep staff informed and customers engaged.

POPPY'S

Brooklyn, NY

Catering & Brand Strategy Manager

2023 – 2024

- Managed \$1.2M in annual catering sales across drop-off orders, full-service events, and private event-space bookings, serving as primary contact for all clients and communicating between kitchen, retail, and event teams.
- Co-led a company-wide transition to Toast, proofing the full menu into the new system, planning a phased rollout, and training staff, while producing weekly marketing emails and keeping the website, catering menus, and social channels current.

SPILLT

Brooklyn, NY

Marketing & Product Consultant

2022 – 2023

- Built a feedback-tracking database and improved cross-functional communication, helping the team organize and prioritize user requests.

GRAZA

Brooklyn, NY

Marketing Coordinator

2022

- First full-time hire at a fast-growing olive oil startup; connected with 900+ customers monthly, turned service issues into repeat orders, and coordinated shipping and QA improvements with leadership and the factory.
- Sourced and managed creator and brand partnerships that led to event placements, content collaborations, and retail activations for 20–120 attendees.

SARAGHINA BAKERY

Brooklyn, NY

Pastry Cook

2021

- Executed bake-off, production, and assisted with large scale viennoiserie (800+ croissants per week) while supporting variable front of house needs

EDUCATION

REED COLLEGE

Portland, OR

Sociology

2016 – 2019

SKILLS & SOFTWARE

Skills: Catering sales & client management • Event planning & on-site execution • Staff scheduling, training & supervision • Vendor & cross-department coordination • Office & records management • Budgeting & inventory • Written & verbal communication

Software: POS & ordering systems (Toast, Square) • E-commerce (Shopify, Squarespace) • Microsoft Office (Excel) & Google Workspace • Adobe Creative Cloud (Photoshop, Illustrator) • Quick to learn new tools!