

Patricia E. Wolfsohn
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February 5, 2013

Betty Jean Grant, Chairwoman Erie County Legislature
c/o Robert M. Graber, Clerk of Legislature
4th Floor, Old County Hall
92 Franklin St.
Buffalo, NY 14202

Dear Chairwoman Grant:

I am applying for a Commissioner of the Erie County Water Authority position. It is time that the average hard working person is appointed to this commission rather than always appointing someone who has a well know name and position in society. I have insight and experience that would add a great deal to the Erie County Water Authority.

I possess a strong background in management, sales & marketing, radio and TV traffic management, promotions, and event planning. I am a self-directed individual with particularly strong skills in problem solving, organization, and planning. Also, I am proficient in Microsoft Word, Excel, Power Point, Publisher, Print Shop, CBSI, and OSI, and possess strong written and verbal skills.

Having been on committees and worked community various events for the past 13 years, I am used to and good at multitasking in a fast-paced environment and dealing with deadlines. Working with vendors, sponsors, volunteers, teams, et al has become second nature to me and a part of events in which I excel and enjoy. I have also been on my condominium board for the past 5 years, three of which I was president. During those three years, we did not have an increase in monthly condo fees due to my hard work at controlling costs while completing major projects such as a complete NYSERDA project that overhauled our boiler and HVAC systems.

I am a self-starter who thrives on the challenge of a new situation, concerned with maintaining a highly professional standard of performance as well as in insuring the delivery of thoughtful and quality work. I know you will be pleased with my work performance.

Enclosed is my resume for your review. I look forward to talking with you soon.

Sincerely,

Patty Wolfsohn

Patricia Ellen Wolfsohn

Summary

- Accomplished Traffic Manager, Sales & Marketing, Promotions Coordinator with experience in strategic analysis, event planning, marketing/publicity, budget administration, and supervision
- Effective communicator, coordinator, and liaison with sales representatives, account managers, and senior executives
- Advanced computer skills using Word, Excel, Access, PowerPoint, Publisher, Print Shop, CBSI, and OSI

Experience Operations Management

- Oversee local advertising, promotions, and special event coordination for major communications company with 200+ radio stations across the United States
- Perform hiring, training, and supervision of 18+ staff
- Deal directly with account buyers for effective programming that maximizes client's needs
- Increased account volume of sponsors/advertisers from 5% to 100% through highly creative promotions/events and providing excellent service to account managers
- Work closely with sales/ master control/engineering to ensure all spots/programs air correctly and any problems are resolved
- Investigate and try to resolve any traffic problems
- Generate and reconcile daily program logs
- Maintain commercial tape, PSA, and promo libraries
- Attend EEO events to ensure FCC compliance
- Back-up other Traffic Managers
- Back-up Business Manager

Promotions

- Oversee all aspects of development and implementation for up to 25 client/sponsor promotions per week
- Work closely with national and local sales representatives to create concepts/strategies for promotional programs and events
- Evaluate and document promotion response and report information to account representative
- Analyze target market of accounts and develop innovative promotions that maximizes impact of assigned resources
- Write copy, determine presentation, and establish time frame of each promotion

Special Events

- Oversee planning, development, and implementation of major corporate/community events for 50-100,000+ people
- Create and integrate event themes into event location, promotion, food, entertainment, and prizes
- Prepare operating budget and closely administer budget to stay within established guidelines
- Book event location, equipment, entertainment, catering, and promotional products/services
- Supervise staff and volunteers in all aspects of implementation
- Coordinate all event activities from set up to break down
- Document event goals, achievements, financial statements, and guest feedback

Patricia Ellen Wolfsohn

Employment History

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|--|---|------------------------|
| Traffic Manager | WPXJ-TV/Ion Television, Buffalo, NY | 2004-2012 |
| National Advertising & Promotion Coordinator & FM Sales Assistant | Entercom Buffalo Radio, Buffalo, NY | 2002-2003 |
| National Advertising & Promotion Coordinator | Citadel Broadcasting, Buffalo, NY | 2000-2002 |
| Assistant Event Coordinator | Kaleidoscope Events, Tonawanda, NY | 1998-2000 |
| Business Manager | Transit Valley Physical Therapy, Williamsville, NY | 1996-1997 |
| Associate Restaurant Manager | The Lodge at Vail, Vail, CO | 1995-1996 |
| Licensed Sales Representative Sales Associate & Accessory Buyer | Stovroff and Herman Realtors House of Golf, Sarasota, FL | 1991-1994 1979-1989 |
| Front Office Supervisor & Assistant Director of Housekeeping | Hyatt Regency Capital Hill, Washington, DC | |
| Night Manager | Buffalo Marriott Hotel, Buffalo, NY | |
| Restaurant Manager | Sundial Beach & Tennis Resort, Sanibel, FL | |
| Assistant Director of Housekeeping | Longboat Key Club, Longboat Key, FL | |

Education

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| Master of Professional Studies, Hotel Administration | Cornell University, Ithaca, NY | 1979 |
| Bachelor Of General Studies, Theatre/Communications | University of Miami, Coral Gables, FL | 1976 |