

Fiona Laffey

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EDUCATION

St. Norbert College, De Pere, WI

August 2021 - May 2025

University College Cork, Ireland

Spring 2024

Bachelor of Business Administration, Marketing

Bachelors of Arts, English, Minor in Theatre Studies

Dean's List

December 2021 - May 2025

Senior at St. Norbert College (anticipated graduation May 2025) pursuing a Bachelors in Marketing and English with a Theatre Studies minor. Experience spans innovation and marketing internships, showcasing skills in project management, team leadership, and event production. Strong communication and interpersonal skills developed through leadership roles and customer service experience.

WORK EXPERIENCE

Schreiber Foods

Innovation Intern

May 2024 - Present

- Supported the facilitation of 5 Innovation Sprints focusing on simplification of business practices and value creation.
- Engaged in sprint standardization efforts through template creation and development of training materials, effectively communicating Innovation principles to the broader organization while updating new tools and templates as they were created.
- Designed and managed the team's SharePoint site, efficiently coordinating the transfer and organization of the team's kDrive into the SharePoint site.

St. Norbert College, De Pere, WI

Visual and Performing Arts Senior Theatre Technician

May 2024 - Present

- Promoted May 2024, retained all previous duties.
- Managed 20+ events held at 3 performance venues, while leading up to a 12-student crew.
- Facilitated training of 6 new employees in all performance venues including training on lighting and sound systems, live streaming, and scene shop tools.

Visual and Performing Arts Operations Theatre Technician

August 2021 - May 2024

- Managed 3 performance venues during concerts, lectures, and other events throughout the year.
- Operated lighting, sound, and live-stream equipment efficiently, troubleshooting issues with technology in a timely manner.
- Coordinated with other staff members to promptly complete load-in/out and changeovers in performance spaces.

The Irish Shop, Oak Park, IL

October 2019 - December 2022

Customer Service Representative

- Ensured store merchandise was restocked when necessary and notified management when inventory required replenishment.
- Promptly addressed customer service issues and referred customers to management when necessary.
- Opened and closed the store including ensuring all cash drawers were balanced and properly organized the store for customers.

Park Ridge Country Club, Park Ridge, IL

May 2019 - September 2019

Food Service Assistant

- Entered food and beverage orders into the computer system in a timely fashion.
- Promptly addressed customer service issues and referred customers to management when necessary.
- Opened and closed the dining area including ensuring all necessary food service tools were in proper working order and the area was thoroughly cleaned for the customers.

ACTIVITIES

It Takes a Village- Dr. Miles Condon

September 2023 - March 2024

Intern

- Created email marketing campaign to increase awareness of the ACCESS program.
- Designed one post a week for their Facebook and Instagram pages.

Knight Theatre, De Pere, WI

President

March 2024 - March 2025

- Oversaw a team of 14 people involved in the production in Executive, Artistic, and Designer Boards.
- Acted as Producer and House Manager during performances, emphasizing customer service and crowd management skills through ticket sales and collection.
- Created marketing materials for the production using Canva, resulting in ticket sales of over 60% each performance.
- Negotiated contract with Music Theatre International.

Secretary

March 2023 - March 2024

- Managed all communications to group members.
- Coordinated with Executive Board members in creating 2 service events and group-bonding activities.

SNC Untouchables, De Pere, WI

Treasurer

March 2024 - April 2025

- Facilitated collection of dues and other fundraising efforts resulting in over \$2,000 profit for the group.

Recruitment Chair

- Organized 5 events throughout recruitment week, engaging new students in campus life.
- Successfully recruited over 40 new members to the organization with a 95% retention rate.

SKILLS

- Proficient in Microsoft Office and Google Suite.
- Adept in various social media platforms (Instagram, Facebook, Twitter, and TikTok).