

# Cahlee Helser

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## EDUCATION

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### University of Wisconsin-Whitewater

*Bachelor of Business Administration, Major: Marketing*

**Whitewater, WI**

May 2014

## WORK EXPERIENCE

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### Sunrise at Fountain Square

*Associate Director of Sales*

**Lombard, IL**

December 2019 – Present

- Completed a 3-month training program to gain a better understanding of Sunrise, hone my sales skills, and learn Spark, Sunrise's CRM tool
- Assisted with tours, inbound and outbound calls, and administrative work to help bring in new residents
- Transitioned into helping with resident meals, activities, and health screenings during the pandemic
- Team Member of The Month June 2020 & July 2021

### Wesley Willows

*Sales and Marketing Coordinator*

**Rockford, IL**

January 2018 – December 2019

- Created flyers, social media posts, and sales tools for Wesley Willows and sister company, Peterson Meadows, using design software and Microsoft Office
- Managed Wesley Willows and Peterson Meadows social media and posted content twice daily
- Developed and executed marketing events to strengthen Wesley Willows community within the marketplace
- Worked directly with Senior Living Counselors and new residents to ensure homes were ready for move in and all reporting was accurate

### Wesley Willows

*Life Enrichment Coordinator- Assisted and Independent Living*

**Rockford, IL**

August 2017 – January 2018

- Created a monthly activity calendar to meet the cognitive, social, and spiritual needs of the residents
- Surveyed residents and compiled information to help develop the best activities for their needs
- Controlled all aspects of the weekly Green Bag Newsletter including content, printing, and distribution

### Wesley Willows

*Life Enrichment Associate- Assisted and Independent Living*

**Rockford, IL**

July 2015 – August 2017

- Scheduled multiple events each month where up to 150 residents attended
- Coordinated event details with various departments to ensure consistency and accuracy
- Designed activities to engage residents based on common interests

### Wesley Willows

*Life Enrichment Associate- Skilled Nursing and Memory Care*

**Rockford, IL**

November 2014 – July 2015

- Founded Cahlee's Cooking Class which was executed on a weekly basis
- Created 1:1 activities based on resident's individual needs and interests
- Developed and distributed weekly activity calendars to residents and staff members

## VOLUNTEER EXPERIENCE

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### Heartland Community Church

*Youth Group Leader*

**Rockford, IL**

August 2014 – May 2018

- Counseled a small group of 20 high school girls through emotional and spiritual matters such as family and social complexities
- Facilitated group discussions based on weekly sermons to encourage spiritual growth and group cohesiveness

### Pi Sigma Epsilon-Beta Gamma

*Member*

**Whitewater, WI**

April 2013 – April 2014

- Designed t-shirts and assisted in planning the Petal For Proceeds bike race
- Raised \$200 to benefit the Petal For Proceeds bike race by selling race t-shirts

## SKILLS & ACTIVITIES

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**Technical Skills:** Microsoft Office, Google Suite, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Google Analytics

**Activities:** Nursing Home Visitation Program, Chicago Marathon Team World Vision