

ADDI DUERKSEN

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EDUCATION

Bachelor of Science in Horticulture, Texas A&M University, College Station, Texas

CERTIFICATIONS

- **Certified Floral Designer**, American Institute of Floral Designers, 2023
- **Floral Design Certification**, Texas A&M University, College Station, TX, 2023

EMPLOYMENT EXPERIENCE

Black Cat Bouquets

Founder, Owner, Head Designer

March 2023 – Present

- Performed client consultations for floral & horticultural design.
- Evaluates client goals to determine cost-efficient quote & design list.
- Manages financial information & sales tax collection & payments.
- Calculates necessary quantities of materials of fresh & hard supplies to maintain necessary stock for operations.
- Networks with potential clients & business partners. Generates new leads for clients, markets, & marketing opportunities.
- Evaluates sales & maintains database of popularity, quality, vase life, & more for future reference.
- Manages information, aesthetics, & SEO settings of business website & social media platforms.
- Performs pricing evaluations to maximize profits & minimize losses & waste.
- Prepares flowers & foliage for use by stripping foliage & trimming & dividing stems. All fresh materials receive a pre-treatment & antitranspirant spray.
- Designs, packages, & delivers products within 5 minutes of discussed delivery time.
- Prepares & presents sales proposals for potential sales partnership opportunities.

Projects

Sales Booth at The Theatre Company of Bryan-College Station

- Project Initiated: May 2023
- Designs, plans, & procures materials to fit show theme and market size.
- Networks with patrons to expand possible business ventures.
- Wrote & presented sales proposal to board members. Secured sponsorship & support of 4 members prior to presentation.

Horticulture Services at Sterling Therapeutic Massage

- Project Initiated: July 2023
- Educates client on daily maintenance requirements and plant biological processes.
- Communicates with client to schedule maintenance visits & service expansion.
- Consulted with client to establish goals for aesthetics & functionality.
- Designed & procured plants & maintenance materials, utilized only 80% of given budget.
- Wrote client contract for goods, services, & expectations.

The Barn BCS

Sales Representative

August 2023 – Present

- Communicates & builds relationships with potential & new clients.
- Schedules & provides venue tour. Educates client on venue policies & provides cost analysis of various rental packages.
- Generates & outreaches to client leads.
- Represents company at bridal shows & other events to build vendor relations & potential client base.

Venue Representative

March 2023 – Present

- Ensures client compliance with venue policies.
- Manages guest satisfaction & contractual compliance at a variety of events including family reunions, weddings, & student formals with guest counts from 50-300+ guests.
- Prepares venue for client contract including lighting & table set-up.
- Closes venue & inspects for any signs of damage.
- Acts as a liaison between venue owner & clients. Proactively resolves unexpected issues.

My Magical Memory

Operations Manager

May 2023 – Present

- Interviews, hires, & trains performers on all aspects of business operations, performance standards, & aesthetics.
- Evaluates & provides constructive feedback to returning & seasoned performers. Wrote & designed employee evaluation system after listening to business owner's goals & expectations.
- Designs, writes, & publishes monthly newsletters to 100+ subscribers. Grew subscriber list by 20% in first quarter.
- Manages social media presence on Facebook & Instagram including daily posting, communication, & building engagement.
- Maintains aesthetic integrity of performers including costume cleaning & mending & wig maintenance & restyling.
- Built performer & training guides for 15+ party packages & 28 unique characters.

- Schedules performers for events, communicates with performers & owner to confirm event information & expectations.
- Assists in planning & execution for a 2-day, 500+ guest event including employee maintenance, building a timeline & floorplan, evaluating previous year's performance, vendor & sponsor curation, & marketing design.

Projects

Employee Evaluation system

- Goals: Establish procedure for employee evaluation, establish professionalism & excellence expectations, establish procedures for retraining & termination
- Worked with owner to establish expectations for employee professionalism, performance, & excellence.
- Wrote & designed employee evaluation form. Categories showcase the most important aspects of the position & common issues.
- Individually reviewed employee performance & edited review to be most effective in application.
- Provides constructive feedback to employees to improve their performance & overall company performance.

Royal Fairytale Ball 2024

- Goals: Improve & expand from 2023, increase organization
- Reviewed client feedback from 2023 event. Incorporated feedback into event timeline, floorplan, & other event aspects.
- Designed event logo, sponsorship packet, & marketing materials. Establish event brand guidelines.
- Prepared floorplans & timelines for 3 days of event preparation & execution.
- Met with student volunteers to establish goals & assignments.
- Provided ideas to expand, improve, & revamp previous event activities.

Employee Resources

- Goals: Promote performer excellence, solidify brand appearances & cohesion, consolidate resources into one location
- Designed character guides for 34 characters including acting tips, acceptable makeup colors, & example photos of makeup, posing, characterization, and costume styling.
- Wrote & designed event package & employee expectation guides for performers to easily refresh contractual obligations.
- Consolidated & organized all employee resources into a centralized location.

Inventory List

- Goals: Decrease waste & overconsumption, increase organization & efficiency, consolidate storage & increase space, repair & maintenance costumes
- Reviewed all costumes, wigs, accessories, shoes, party supplies, & all other items within business inventory.
- Organized physical supplies by season & function.
- Repaired & restyled all costumes & wigs.

Character Performer

July 2022 – Present

- Provides immersive entertainment for events extending to 300+ guests.
- Manages a daily schedule, including communicating with clients in advance to ensure appropriate timing.
- Performs wig, costume, makeup, & accessory care & maintenance for over 15 unique characters.
- Adjusts performance & activities on-site to ensure customer satisfaction & event success.

Uniquely Set Event Management

August 2022 – February 2023

Event Coordinator

- Led 1 wedding, assisted 5 weddings, & 3 events with guest counts from 25-300 attendees.
- Fulfilled all aspects of event coordination including client communication & goal setting, vendor coordination, schedule building, floor-plan design, & rehearsal & day-of coordination
- Evaluated initial goals & plans for opportunities for improvement or increased efficiency.
- Anticipated requirements, delays, or problems & found solutions in advance.

Floral Designer

- Designed floral arrangements for 20+ weddings including bridal & bridesmaids' bouquets, corsages, boutonnieres, pocket squares, hairpieces, & a variety of in-foam designs.
- Delivered orders on-time & installed florals efficiently.
- Communicated with event coordinators to ensure timely installation & rental item retrieval.
- Aided head-designer with design & flower curation.

Houston Museum of Natural Sciences

June 2022 – August 2022

Cockrell Butterfly Center Horticultural Intern

- Watered, fertilized, performed pest management, & propagated a variety of native & exotic plants.
- Performed routine tours of stock & rearing greenhouses to audiences with ages ranging from 6-14.
- Prepared conservatory for guests by raking leaves, pruning plants, & cataloging dead butterflies.
- Maintained cleanliness, functionality, & aesthetics of 3 greenhouses, rainforest conservatory, & 2 outdoor gardens.
- Supervised & stocked retail plant selection in museum gift shop. Composed plant information cards for 48 species.
- Educated museum guests on plants, insects, & reptiles within rainforest conservatory.
- Independently managed butterfly conservatory, 2 outdoor gardens, 3 greenhouses, & 1 community volunteer event for 2 weeks while supervisors were absent.

Projects

Plant Identification Cards

- Goals: Educate consumers on merchandise, increase interest in sales booth
- Designed & wrote informational cards for 60+ plant species sold within the museum gift shop.
- Established template for future plant species.
- Designed & procured other signage to increase visibility of informational cards & the booth itself.

“Meadow” Replanting

- Goals: Replace diseased & aging plants to feed *Lepidoptera* population within conservatory, increase aesthetic appeal
- Removed unwanted plants from planting site & prepared soil by aerating & fertilizing soil bed.
- Selected beneficial plants to replace removed material from greenhouse stock, taking care not to select host-plants.
- Arranged & planted new plants within bed. Observed fresh-plantings for signs of transplant shock or other issues.

Residential Organic Gardening

May 2021 – August 2021

Garden Assistant

- Performed all aspects of fine gardening including pruning, irrigation, fertilizing, pest control, & general plant care & gardening.
- Practiced integrated plant management practices by companion planting, pruning, weeding, & spraying organic insecticides.
- Kept detailed planting, transplanting, fertilization, pesticide, & harvest records.
- Upheld aesthetics by removing debris & trash, fern & hedge pruning, & general upkeep.

VOLUNTEER WORK

The Theatre Company of Bryan-College Station

March 2021 – Present

- Performed over 250 hours of volunteer service.
- Served as Head Makeup Designer for 2 productions, Props Master for 1 production, & provided floral expertise on numerous occasions.
- Closely assists set coordinator to construct, paint, enhance, & decorate set & prop pieces.
- Thoroughly cleans theatre & lobby to prepare for patrons.

Projects & Positions

Floral & Botanical Design (*A Gentlemen’s Guide to Love and Murder, Descendants, Head Over Heels, The Last 5 Years, The Wedding Singer*)

- Pieces created: bouquets, arbors, bench, “living” wall, woodland cave, wedding reception centerpieces, boutonnieres, hairpieces, wreaths
- Created durable designs with a limited variety & quantity of synthetic & fresh materials.
- For fresh designs, diligently prepared & cared for pieces to ensure equal quality throughout production process.
- Instructed actors how to wear/set designs to ensure design longevity.

Makeup Design (*A Gentleman’s Guide to Love and Murder, NEWSIES*)

- Designed makeup for 60+ individuals & over 170+ characters.
- Worked closely with artistic director & costume team to achieve desired visual & emotional outcome.
- Educated each cast member on how to apply & quickly change wigs & makeup.
- Created resources for future productions for basic tutorials.

Props Master (*The Wedding Singer*)

- Worked closely with artistic director & construction team to achieve desired visual, emotional, & functional outcomes.
- Designed, constructed, & decorated over 60 props & set pieces.
- Directed cast & crew on how to use set & prop pieces.
- Decorated & curated set dressings to further personalize characters & develop script material.

Texas A&M Disability Services

January 2021 – Present

Peer Note-taker

- Performed a total 73 hours of volunteer work.
- Composes detailed, well-organized notes for all lectures & reviews.
- Delivers notes within a timely manner, usually within 24 hours of the lecture.
- Maintains peer confidentiality & privacy.

Fish Camp

March 2020 – May 2021

Session G Green Camp Donaway, Councilor

- Planned logistics of virtual community-building & educational activities over a 6-month timeline.
- Directed, edited, & captioned 4+ hours of informational & entertaining videos.
- Managed orientation program experience for 40+ freshman.
- Mentored 6 incoming freshman throughout their freshman year.

MSC Aggie Leaders of Tomorrow

August 2019 – July 2020

Culture through the Arts Committee, Event Management Leader

- Oversaw vendor, performer, & catering communication, planning, & research for on-campus culture fair with 200+ guests.
- Curated timeline for event planning & execution.
- Promoted diversity & inclusivity on campus by representing minority student populations on campus.
- Designed merchandize to promote organization’s presence & continuity on campus.

- Directly served members of the Bryan-College Station Community through organization-sponsored events.

Circle K International

July 2019 – January 2020

District Events Co-Chair

- Organized, designed, & executed event merchandise, decorations, & visual aids.
- Planned hands-on service events & social activities on a strict budget.

Projects

Members Retreat

- Wrote & managed event timeline to stay on-schedule.
- Designed & published event promotional materials.
- Organized & procured materials for 3 service projects for 40 members.
- Increased event attendance by 15%

District Convention

- Designed & presented 6 conventional themes to district board and staff members.
- Wrote & designed sponsorship packet.
- Networked to secure \$500 in sponsorships.

Oration & Education

Event Planning, Members Retreat, October 2019

Texas A&M Chapter President

- Prepared weekly meeting agendas, visual aids, presentations, guest speakers, & activities for members.
- Tripled membership by recruiting through campus-sponsored & independent events.
- Held monthly board meetings to establish & evaluate goals. Established directives for board members.

Key Club International

August 2014 – July 2019

Texas-Oklahoma District Governor, April 2018 – April 2019

- Directly managed & mentored 38 Lieutenant Governors & 7 District Staff members.
- Increased District Convention fundraising by 27% from previous year's leadership. Individually, raised \$1,600.
- Curated meeting & event agendas, visual materials, & quarterly reviews.
- Fostered effective communication with monthly emails & private phone calls with each board member. Set quarterly objectives for each board & staff member.
- Assigned Lieutenant Governors to one of 12 committees. Oversaw committee meetings, functions, & provided quarterly objectives.
- Co-authored & proposed successful amendments to District & International bylaws.
- Oversaw & finalized all aspects of 2019 Texas-Oklahoma District Convention. Event hosted 1,300+ members, sponsors from Texas & Oklahoma, & honored guests from across the US & abroad.
- Chaired 2019 House of Delegates with 300+ delegates. Upheld Parliamentary Procedure by Robert's Rules of Order.
- Taught workshops over a variety of subjects to audiences ranging from 5 to 400+.
- Represented Texas-Oklahoma District interests at international committee & Kiwanis meetings.

Projects

Lieutenant Governor Evaluation System

- Goals: Establish system to evaluate Lieutenant Governor performance and deliver timely feedback, allow for personalized standards based on division history, promote goal setting & review
- Wrote & distributed monthly reporting system through Jotform.
- Wrote & designed quarterly "report card" to show individual strengths, weaknesses, and growth. Allowed for personalized goal setting and performance based on divisional performance.

Kiwanis Scholarship Review

- Goals: Increase accessibility for all students, improve confusing language
- Reviewed Kiwanis Scholarship Application guidelines and requirements upon request by Texas-Oklahoma Kiwanis Scholarship committee.
- Provided suggestions to increase accessibility to students of all academic capabilities and possible professional paths.
- Corrected confusing language & provided suggestions to streamline application process.
- Presented proposed amendments to committee.

Oration & Education

International Convention, July 2019

- Conference Location: Baltimore, MA
- Subjects Covered: Event Planning, Parliamentary Procedure & Professionalism, Key Club Int. History

Texas-Oklahoma District Convention, April 2019

- Conference Location: Dallas, TX
- Subjects Covered: Effective Communication, Parliamentary Procedure & Professionalism, Philanthropic Organizations, Key Club Int. History

Regional Training Conferences, August – October 2018

- Conference Locations: Lawton, OK, Weatherford, OK, & Wichita Falls, TX
- Subjects Covered: Event Planning, Effective Communication, philanthropic organizations & other club-centered informational presentations

International Committee Meeting, August 2018

- Conference Location: Indianapolis, ID
- Subjects Covered: Parliamentary Procedure & Professionalism

International Convention, July 2018

- Conference Location: Chicago, IL
- Subjects Covered: Parliamentary Procedure & Professionalism

Division 17 Lieutenant Governor, April 2017 – April 2018

- Assisted, educated, & represented 4 clubs across western Oklahoma.
- Organized quarterly division-wide service, community, and/or education events.
- Wrote & designed monthly newsletters for club boards & advisors.
- Assisted clubs in planning & executing fundraising events & opportunities.
- Fostered communication between high school clubs & sponsoring Kiwanis clubs.
- Chaired the District Committee on Membership.
 - Created educational materials for scholarships, grants, & other pertinent information.
 - Created recruitment initiatives & materials for clubs to utilize.
 - Met weekly to set new & evaluate old goals, discuss new ideas, & prepare materials for evaluation.

Projects

Regional Training Conference, September 2018

- Goals: Educate members on organizational-required topics, train board members to best perform their positions, unite clubs across divisions
- Prepared timeline, reserved venue, designated meeting spaces, & designed promotional materials.
- Communicated with & motivated clubs to attend conference.
- Wrote, designed, & delivered educational presentations ranging from 45 to 70 minutes.
- Secured funding from professional organizations.

Tie-Dye Social, July 2018

- Goals: Unite clubs within division, recruit new members, foster opportunities for mentorship & growth between officers
- Designed & procured materials necessary to tie-dye t-shirts.
- Established centralized location & recruited attendees.
- Event was the first successful event in 8 years with attendees from 50% of clubs in the division.

Oration & Education

Regional Training Conferences, September 2018

- Conference Locations: Weatherford, OK, Lawton, OK
- Subjects Covered: Effective Communication, Membership Recruitment & Retention, Philanthropic Organizations, Key Club Int. History, Event Planning

Texas-Oklahoma District Convention, April 2018

- Conference Location: Dallas, TX
- Subjects Covered: Effective Communication, Membership Recruitment & Retention, Philanthropic Organizations, Key Club Int. History

AWARDS & HONORS

- Texas A&M University Margaret Plum Floriculture Scholarship, 2023
- Texas A&M University College of Agriculture & Life Science, Dewitt C & Bethel Winter Cox Scholarship, 2023
- Texas A&M University College of Agriculture & Life Science Distinguished Student, 2022-2023
- Texas A&M University Elsie Louise Millender Foundation Excellence Award Scholarship, 2019-2023
- Texas A&M University Krischers Memorial Scholarship, 2019-2023
- Texas A&M University National Merit Recognition Scholarship, 2019-2023
- Texas A&M University President Endowed Scholar, 2019-2023
- National Merit Scholar, 2019
- Key Club International, Distinguished Governor, 2019
- Oklahoma Foundation for Excellence, Academic All-State, 2019
- Valedictorian, Class of 2019, Weatherford High School, Weatherford, OK
- Distinguished Student, Class of 2019, Weatherford High School, Weatherford, OK
- Key Club International, Robert F. Lucas Outstanding Lieutenant Governor, 2018