

Alona V Liska

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EXPERIENCE

T Scott International (TSI) | Bethlehem, PA – Technical Project Manager

2012 – Present

TSI is an executive recruiting firm specializing in Digital/Integrated Marketing, Healthcare/Pharmaceutical Marketing, Advertising, and Media services

- Actively participate in all aspects of the candidate recruiting process including initial planning, candidate profile development, research and target company sourcing, candidate and client relations, and overall process management
- Perform industry and source company research to develop recruiting presentations
- Craft marketing materials for various communication channels and assist in direct recruiting activities
- Develop client profiles, search assignment outlines, candidate data sheets, and conduct initial candidate screening
- Actively promote various roles via phone, email, and online media to source, evaluate, and attract perspective candidates
- Interface and maintain active relationships with candidates and clients at all corporate levels
- Assist in lead generation for potential new client relationships and new search assignments
- Lead overall recruitment process planning and logistics management

League Enterprises | Whitehall, PA – Accounting Analyst

1995 – 2007

League Enterprises was a vending company that distributed and managed a portfolio of over 1,000 automatic entertainment and gaming vending machines

- Managed corporate assets, financial affairs and accounting records
- Maintained all accounting records, monthly journal entries, and profit/loss statements
- Responsible for timely recording of all transactions and the preparation of all financial reports
- Oversaw receipt, custody, and disbursement of the company's liquid assets
- Managed cash accounts and other investment to ensure liquidity was adequate to meet commitments
- Processed client invoices and vendor payments
- Assisted in credit and collection management
- Maintained banking relationships

Eastland Food Management | Whitehall, PA – Restaurant Manager

1989 – 1995

Eastland Food Management was the holding company for two Lehigh Valley based Pasta Bella Italian restaurants.

- Responsible for restaurant operations management including appearance, presentation, customer experience, employee management, staff development, training, vendor relations, and special events coordination
- Performed headcount and resource planning, scheduled work hours and shifts, assigned duties, and assessed staffing and recruiting needs for approximately 30 employees
- Estimated food, liquor, wine, and other beverage consumption in anticipation of inventory requirements
- Maintained food and equipment inventories and records
- Ordered and purchased equipment and supplies
- Planned marketing and promotional related events and opportunities

EDUCATION

NY Jewelry Arts Institute — 2010

- Classical Jewelry Design

De Sales University — 1997

- Marketing/Management

Ambler Beauty Academy —Cosmetician Pennsylvania State License- 1996

- Medical Aesthetician

Lehigh Valley College | School of Business – Associates in Business, Magna Cum Laude-1995

- Concentration in Marketing
- Cumulative GPA 3.9/4.0; 1st Honors, 2nd Honors, Dean's list, Phi Beta Lambda

SKILLS & INTERESTS

- Proficient in Microsoft Office (Word, Excel, PowerPoint, Outlook), Adobe Photoshop/Creative Suite CS5, QuickBooks and ERP / CRM software
- Interests include handcrafted jewelry and design, precious stone and fine metal art fabrication, physical fitness, health and wellness, and travel