



SUSANNE WEIHL

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résumé

professional:

event assistant / designer

Assisting floral designers and planners at events and weddings—in San Francisco, NYC, Napa Valley, Sonoma, and in vineyards and farms beyond. Holiday décor of corporate buildings and private residences.

Design and creative direction of print / web communications for food and wine, life and style, the arts and publishing. Art direction of photographers and prop stylists.

event / floral assistant:

Atelierjoya / 2h flowers NYC / Fleurt San Francisco / Marilyn McCann Events / GrowKitchen | farm Marin Organic / Park Winters / private parties, weddings and field dinners

the story:

There's the conditioning and fluffing of flowers for restaurants and presidential parties, making centerpieces and bouquets, polishing silver and glassware for weddings and staging ballrooms at 2 a.m. for tech product rollouts. A small catering company I created set the tone. Designing elegant invitations, menus, driving trucks, and most recently having worked with the Flower Farm at Park Winters events.

It all began with a small winery in Healdsburg, California. Hosting black-ties and socials while navigating hand trucks and wine cases—I lived the passion and toil required for an agricultural entity to thrive. The years gave me the foundation for the appreciation of wine, food and the heart of events.

Building a design career through all the changes of the trade, I continued the profession with a balance of technology and art—and, as often was possible, worked as a floral and event assistant.

But most importantly throughout, I love creating beautiful things, collaborating and always learning.

in addition:

Bachelor of Arts in Design and Advertising

Photographer

Fluent in German

Traveler