

MARGARET SAMPLE

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SALES MANAGER

New Business Development | Client / Guest Services | Revenue Generation
Doubling revenues and overall growth in the hospitality industry

Aggressive, yet trusting sales leader with expertise in streamlining operations to achieve and surpass revenue goals. Personable customer advocate, talented at quickly assessing market needs to ultimately maximize sales, build repeat business and generate referrals. Career background encompasses hotel management, food and beverage logistics, full service event planning and sales leadership. Bilingual in English and Spanish; effortlessly supervised Spanish speaking employees and currently serving 50% Spanish speaking customer base.

----- Areas of Expertise -----

Budgeting & Cost Analysis
Contract Negotiations
Customer / Client Relations

Strategic Marketing & Up-selling
Corporate Event Planning
Relationship Management

Growth & Referral Strategies
Staff Training & Motivation
New Market Identification

PROFESSIONAL EXPERIENCE

Country Club; Miami, FL
Manager, Catering Sales (July 2013 – Present)

Leveraged strong hospitality background to restructure entire catering sales department for upscale country club, improving service levels, enhancing call handling and boosting revenue. Oversaw daily operations and controlled \$175K annual expense budget while building new business through developing new marketing strategies to generate sales. Served as clients' first point of contact for full service event planning support including bridal showers, quinceañeras, weddings, corporate meetings, and special events.

- Exceeded yearly sales target by almost double and increased event bookings 20%; netting a 15% increase in revenue for 2014.
- Booked 6 new quinceañera events each worth up to \$15K with 100 – 200 guests after devising new marketing initiatives to target local Hispanic market.
- Streamlined department operations by creating and implementing policies, event proposal templates and standard procedures.
- Achieved 35% annual customer retention rating by consistently delivering world-class customer service.
- Boosted sales and enhanced customer experience after starting food tasting program.
- Devised marketing plan for new on-site boutique hotel launch; gained approval for implementation.

Major Hotel Chains; Kissimmee, FL
Manager, Sales and Front Office (February 2012 – October 2012)

Ran daily operations of high traffic 90-room hotel while fully supporting business functions entailing bar operations, food service, reservations and guest inquires. Managed AR/AP, ensuring profitability and optimizing sales.

- Selected as certified "Sales Champion" and designated point person to represent the brand, review corporate RFPs and respond to national account inquires. Maintained 50% sales conversion rate.
- Maximized revenue opportunity by manually updating rates on third party booking sites (booking.com, Expedia) based on occupancy levels and market conditions.
- Processed \$125K in outstanding receivables, reducing \$150K in unpaid invoices to \$25K in 4 months.
- Increased profits and minimized liquor costs by conducting month-end inventory assessment to track bar sales.

Continued...

PROFESSIONAL EXPERIENCE *(Continued)*

Hotel XYZ; Miami, FL

Director, Sales and Marketing *(March 2011 – February 2012)*

Served as direct marketer for hotel guest rooms and meeting space. Created new hotel fact sheets, rack cards, and sales brochures to build exposure and attract customers.

- Continually increased revenue month over month through consistent sales and marketing initiatives.
- Secured large-scale bookings with theatre groups, accounting for 40% of reservations.
- Managed hotel's re-launch: organized ribbon cutting with over 100 attendees in October 2011.
- Completed Sales & Marketing Director Training: Strategic Selling, Local Sales Blitz, LEAP Negotiation Process and Probing Presentations & Sales Funnel.

Large Casino; Kissimmee, FL

Assistant Manager, Food and Beverage *(November 2010 – April 2011)*

Oversaw main café with 600 - 800 covers per day in addition to supervising up to 60 staff members in 2 additional bars. Ensured smooth kitchen operations and handled all aspects of staff scheduling, hiring, food and beverage inventory and payroll.

- Introduced higher service levels by teaching staff proper serving etiquette for fine dining.

Major Resort Casino; Miami, FL

Assistant Restaurant Manager *(November 2008 – August 2010)*

Managed 6 restaurants, 2 main bars and a Starbucks in addition to booking reservations for private room with 120-person capacity at high traffic casino. Negotiated catering offerings and designed menus according to guest budgets.

- Increased repeat business and referrals by cultivating strong relationships with meeting planners.
- Designed and launched new menu and food item descriptions, created menu scripts and training manuals for server product education and taught staff up-selling techniques.
- Mastered the art of delivering world-class fine dining service and etiquette.

Spa Company; Miami, FL

Supervisor, Food and Beverage Outlets *(March 2000 – August 2008)*

Managed resort's food and beverage outlets including main restaurant (capacity 260), coffee shop, lobby bar, pools and cabanas, and restaurant (capacity of 70).

- Successfully planned and executed large golf tournament luncheons including banquet set ups, creating menus and working closely with hotel sales department.
- Promoted several times over life of tenure. Positions held included Front Office Agent, Cafe Supervisor, Pools & Cabana Supervisor and Food & Beverage Outlets Supervisor.

EDUCATION

One State University; Miami, FL

Master's in Business Administration (MBA) Honors 3.7 GPA *(December 2014)*

B.A. in Communication, Public Relations Concentration *(September 2009)*

TECHNICAL SKILLS

Well versed in Micros POS system and multiple Property Management Systems (PMS) including Opera, Nova Plus, Jonas and Open Table.