
Group Sales and Catering Management ~ Food and Beverage ~ Client Management ~ Public Relation Skills

Results driven, highly successful with **11+ years' rich experience** in sales / group sales and catering management, consistent and highly focused on meeting ascertained goals and upselling Food and Beverage items; major experience in booking weddings, social events, wedding and social room blocks, SMERFE, groups (all markets). Proven expertise in generating exhibit and collateral materials for tradeshow, bridal shows and special Catering Department events. Dexterous at developing marketing strategies, taking web marketing initiatives, social media marketing initiatives. Strong communication and interpersonal skills with a pleasant personality. Exceptionally well-organized with a track record that demonstrates self-motivation, creativity, determination, commitment and initiative to keep learning and hence achieve both personal and organizational goals.

PROFESSIONAL VALUE OFFERED

Sales and Marketing	Catering	Food and Beverage	Weekly Reports
Collateral Materials	Marketing Strategies	Web Marketing	Media Marketing
Event Management	Promotional Activities	Public Relation Skills	Social and Corporate Clients
Multiple Spreadsheets	Telephonic Correspondence	Planning Meetings and Events	Flexibility and Deliverance

PERFORMANCE MILESTONES

[REDACTED], Old Town Alexandria

- Prudently planned, detailed, executed and coordinated over 55 events and meetings in 2008, approximately 75 meetings and events in 2009 and over 90 meetings and events in 2010.
- Successfully achieved and exceeded personal sales goals for 2008 and 2009.

Crowne Plaza Hotel and Holiday Inn & Suites, Old Town Alexandria

- Initiated services at the property as an Executive Meetings Manager for the Holiday Inn, and Catering Sales Manager for Crowne Plaza, and then awarded the position of Catering Sales Manager for both the properties.
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CAREER PROGRESSION

Catering Sales Manager- Wedding and Social Events, Hilton Green Zone and Hilton Hotels Corporation, Old Town Alexandria, Since Dec 2007

- Shouldered the responsibility of booking weddings, social events, wedding and social room blocks, SMERFE, groups (all markets) within 30 days, as well as detailing all bookings in the markets mentioned above.
- Acted as the hotel's Wedding and Social Coordinator and provided the clients with a coordinator to assist them in planning their special day or event, as well as serve as an on-site liaison on the event date.
- Sound exposure in developing marketing strategies for the associated markets, to be included in the Marketing Plan and weekly activity report, Magnet Mails, along with promotion material for the hotel, web marketing initiatives, social media marketing initiatives.
- Proficiently created exhibit and collateral materials for tradeshow and bridal shows and special Catering Department events.
- Over three years of keen insight and experience in working with big social and corporate clients.
- In-depth knowledge and expertise in promoting exclusive offers, enticing opportunities and new or exciting products or services through magnet mails, direct mail, and personally tailored emails and correspondence
- Accountable for exhibiting the flexibility to work a varied schedule, particularly to accommodate the hours required by special events, outreach events (such as tradeshow) or planning sessions as requested by clients.
- Engaged in providing consistent correspondence with clients and vendors by way of phone and email.
- Instrumental in being flexible enough in adjusting the course of action and planning innovative steps to suit the client and / or the needs of a particular vendor or event.

Catering Sales Manager, Crowne Plaza Hotel and Holiday Inn & Suites, Old Town Alexandria, Mar 2006 to Oct 2007

- Completed ascertained responsibilities working with a sales team at each property, while under the supervision of Director of Sales.
- Instrumental in booking and detailing meetings and events with 15 rooms or less per night.

- Cautiously booked and detailed social events and groups.
- Proactively detailed and serviced all booked groups, as well as others assigned by the Directors of Catering, (1 per property).
- Innovatively created exhibit and collateral materials for tradeshow and bridal shows.

PREVIOUS ASSIGNMENTS

- Teacher with AACPS- Crofton Elementary, Crofton, MD, Aug 2005 to Jun 2007
- Sales Associate, Pusser's Company Store, Annapolis, MD, May 2006 to Oct 2006
- Catering Associate, Company's Coming Catering, Annapolis, MD May 2006 to Jun 2006
- Clinical Customer Operations Representative, Children's National Medical Center, Laurel, MD, Dec 2004 to Jan 2005
- Sales Associate, Follett Corporation, Bridgewater College Bookstore, Bridgewater, VA, Oct 2003 to Feb 2005
- Phonathon Marketing Representative, Bridgewater College Annual Fund, Mar 2003 to May 2003 and Mar 2005 to May 2005
- Summer Day Camp Head Counselor, Key School, Annapolis, MD Jun 2004 to Jul 2004 and Jun 2005 to Aug 2005
- Banquet Server, Banquet Captain, Snack Bar Assistant Manager, Pool Party Coordinator, Crofton Country Club, Crofton, MD, Apr 1999 to Aug 2003.

EDUCATION

- B.A. Cum Laude from Bridgewater College in Bridgewater, VA- 2005

ACHIEVEMENTS AND ACTIVITIES

- Greater Washington Society of Association Executives' Capital Leaders' Award
- Alpha Phi Omega (National Community Service Fraternity) Bridgewater College Chapter Distinguished Service Key recipient
- Alpha Phi Omega President & VP of Service
- Omicron Delta Kappa-National Leadership Honor Society
- Bridgewater College 2004 Outstanding Service Award
- Make a Wish Foundation Special Events Volunteer
- Student Activities Board member
- Children's National Medical Center- New Horizons program volunteer
- Student Service Board- Education Chairman
- United States Achievement Academy- Collegiate All-American Scholar

Languages Known: English

References and Verifying Documentation Furnished upon Request