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OBJECTIVE

To reestablish Hospitality career in Sales, Marketing or Administration for prestigious hotel, country club, restaurant, travel or tourism entity in the Palm Beaches.

PROFESSIONAL EMPLOYMENT

May, 2008 to

November, 2008

DIRECTOR OF SALES, HOLIDAY INN EXPRESS WEST PALM BEACH

Hired as a walk-on to the chaotic construction site of 70-room limited service hotel while building was still under construction. As Sales Director, part of close-knit Management team on staff from very beginning (hotel opened for business, July 28, 2008). Devised Marketing Plan, co-created promotional materials (rack brochures, flyers, etc.). Trained w/ certified trainer in Opera (front-desk functions & reservations system) and trained online independently through guest service/management courses offered by Intercontinental Hotels Group ("SMART University"). Pre-sold hotel rooms to predominantly corporate market through sales "blitz" of local area. Post-opening, continued aggressive sales campaign through appointments, hotel tours, and drafting Local Negotiated Rate Agreements, Meeting Room Rental Agreements and Group Block Contracts tailored to client needs. Joined local Chamber of Commerce and became member of PBC Convention & Visitors Bureau to attend networking events. Initiated and co-created radio advertising to be broadcast on 88.1 WAY-FM.

November, 2002 to

June, 2003 and Present

MISCELLANEOUS, PALM BEACH COUNTY

Various short-term clerical jobs through Kelly Temp. Services. One-time food prep, service and clean-up inside affluent private homes in Palm Beach. Freelance journalism for *www.SuperMarketGreenNews.com*.

February, 2001 to

October, 2002

SALES MANAGER, PALM BEACH COUNTY CONVENTION & VISITORS BUREAU, WEST PALM BEACH

Selling Palm Beach County as a meetings and convention destination to corporate and association groups in the Mid-Atlantic (Washington, D.C.) market. Predetermined goals accomplished through attendance at regional trade shows, association meetings and sales missions, appointment visits in target area(s), attendance at business card exchanges and various local marketing venues geared toward Palm Beach County hoteliers and tourist agencies, teleprospecting, generating letters and e-mail, promotional mailings. Responsible for both monthly and annual reporting on sales activities.

August 1999 to

February, 2001

OFFICE MANAGER/SPECIAL EVENTS COORDINATOR, GHOSTSURFERS.COM

Self-employed with spouse in home-based internet business, handling bookkeeping, data entry, meeting planning, travel coordination, advertising, marketing, and limited personnel functions.

December, 1998

to July, 1999

DIRECTOR OF SALES, RESIDENCE INN & TOWNEPLACE SUITES BY MARRIOTT, TALLAHASSEE

Responsible for filling multi-hotel brands with extended-stay business and group blocks. Assisted General Manager(s)/Assistant General Manager(s) in setting length-of-stay requirements, marketing strategies and budgetary goals for Sales Division. Appointment calling, telemarketing, client servicing and creating promotional materials for Tallahassee market. Liaison for professional organizations (Tallahassee Area Convention and Visitors' Bureau, Florida Hotel and Motel Assoc., Chamber of Commerce, etc.). Organized well-publicized Blood Drive hosted by TPS. Cross-trained in limited Executive Housekeeping, Food Service and Accounting/Payroll procedures. Served numerous as Manager-on-Duty.

August, 1996

to April, 1998

SALES ASSISTANT, FOUR SEASONS RESORT PALM BEACH

Typed sales contracts, proposals, reports through Miracle data conversion system, generated monthly "Top 10 Travel Agencies" report, filled out R.F.P. (Request for Proposal) and corporate rate information for prospective clients. Coordinated mailings, checked room reservation data through H.I.S. (Hotel Information Systems) terminal, requisitioned guest amenities, gift certificates, etc., completed post-convention reports, maintained office supplies inventory. Co-created on-line training manual and served as designated staff trainer for department. Interim room inspections supervisor for department.

EDUCATION

- 2003 - 2005 Florida Atlantic University (took part-time, evening courses) Inducted into Golden Key Society. Graduated December, 2005, Bachelor's of Public Management degree. Final, cumulative Grade point average 3.778 (Magna Cum Laude).
- 2000 Meeting Professionals International's Institute I, Cancun, Mexico. Intensive one-week course of study on the planning and organizing of meetings, conventions and trade shows. Site selection, negotiating with vendors, drafting requests for proposal/contracts, legal issues, budget formation, return on investment, and the latest technology in the meetings industry.
- 1998 - 1999 *On Track & Train Inn* basics and Sales module completed through Marriott's self-paced study program. Property-specific training obtained at McKibbin Hotel Mgmt. Co., Atlanta, GA branch office. Actively participated in "sales blitz" to open new TownePlace Suites [on-the-job training] in Greenville, S.C.
- 1998 *Eagle Travel Services*, Crossville, TN, intensive weekend training (in TN) for certification as Independent Travel Agent (working from home).
- 1996 Certificate in Human Resources Management program completed through Florida Atlantic University, Boca Raton.
- 1991 - 1996 The Micro-Training Center and CompUSA, West Palm Beach. Introductory courses in Word Perfect 5.1+, DOS, Windows, Excel and the Internet. Received Certificates of Completion.
- 1983 - 1987 Palm Beach Community College, Palm Beach Gardens. Associate's Degree; Grade Point Average 3.7. Editor-in-Chief, The Beachcomber/North. Active in Phi Theta Kappa (honors fraternity). Student-of-the-Month, January, 1983.
- 1979 - 1982 The King's Academy, West Palm Beach. Graduated top tenth percentile of Senior Class. Highest Academic and Outstanding Citizenship awards. English & Spanish Superlative. Member, Society of Distinguished American High School Students. Competed in F.A.C.C.S. academic competition.

ORGANIZATIONS

- 2004 Committee Member, Easter Seals "Pineapples and Palms" Gala, Palm Beach, FL
- 2003 Volunteer Fundraiser, American Heart Association, West Palm Beach
- 2003 Student Member, American Society of Association Executives, Washington, DC
- 2002 Organizer, The King's Academy's 20th Class Reunion
- 2000 - 2001 Member, Meeting Professionals International (M.P.I.), Potomac Chapter
- 2000 - 2001 Host Committee Chairperson, Tallahassee Area Chamber of Commerce Professional Women's Forum
- 1999 Decorations Committee, American Red Cross' "Moonlight and Magnolias" fundraiser ball, Tallahassee
- 1991 Co-Founder/B.O.D. Member, Horizons Non-Alcoholic Night Club, West Palm Beach
- 1990 Member, North Palm Beach/Palm Beach Gardens JayCees
- 1989 - 1994 Notary Public, State of Florida
- 1988 - 1995 Volunteer, Alpha Care Pregnancy Care Center (now First Care), West Palm Beach
- 1985 Television spokesmodel, WFLX-TV 29 "Bedtime Movie Hostess" during May, 1985

PERSONAL DATA

39-year resident of the state of Florida who has lived in Palm Beach County for 37 years (two years in Tallahassee). Married with two sons, ages 10 & 14. Outgoing, enthusiastic and tenacious with both leadership and team-playing qualities.