

Love Jones

Hospitality Sales & Marketing | Revenue Expansion | Market Share Growth

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CAREER SUMMARY

Top-Performing Sales and Marketing Director with 20 + years of extensive sales and marketing experience in hospitality industry at major hotel chains. Proven ability to lead sales teams to drive up quality and satisfaction scores and achieve multimillion-dollar revenue gains. Recognized for producing record-setting sales figures, territory expansion, and new account development. Known as a “fearless” cold-caller and expert presenter, negotiator, and closer.

AREAS OF EXPERTISE

Hospitality Management | Hotel Operations Management | Brand Development & Management
Food & Beverage Operations | Guest Relations & Satisfaction | Sales & Marketing
Financial Management & Planning | Budget Management | Cost Control | Profit & Loss Management
Sales Training & Development | Territory Management | New Account Development
Customer Relationship Management | Reporting | Vendor Relations | Contract Management & Negotiations
High Impact Sales Presentations | Lead Qualification | Closing Strategies
Team Leadership, Coaching, and Mentoring | Staff Development & Talent Optimization

TASK FORCE SALES EXPERIENCE

High impact career with Marriot International, receiving rapid promotions from 2011 to 2016 for consistent strong revenue, profit, and leadership performance.

Task Force Sales – Marriot Memphis East

Task Force Director of Sales- Garden Grove California

Task Force Sales Anaheim Marriott

Task Force Sales Manager – Dallas Marriott Market Center

Task Force Sales and Catering Manager- Hotel Chicago Autograph Collection

Task Force Director of Sales and Marketing- San Antonio Marriott Plaza

PROFESSIONAL EXPERIENCE

Director of Sales and Marketing

Marriott Memphis East | Memphis, TN

June 2016 – Present

Successfully oversees the daily operations of profit and loss functions, sales and marketing initiatives, budget forecasts, trend analysis, and sales negotiations.

- Directs a team of 8 sales and catering managers to optimize sales performance and ensure outstanding guest services.
- Designs and presents high-impact presentations highlighting hotel facilities for corporate conferences, seminars, and general marketing and advertising.
- Cultivates and nurtures relationships within Memphis community to strengthen and expand customer base through cold-calling, lead generation, personal meetings, and networking.

Selected Accomplishments

- Constructs high-performing and innovative sales teams that consistently increase market share, revenue, and exceeds year over year goals.

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Director of Sales

Holiday Inn Full Service | Birmingham, AL
May 2015 – June 2016

Designed and initiated sales and marketing promotions to attract new business accounts and stimulate repeat business.

- Directed a team of 6 sales managers in group room sales, catering and events and assisted with revenue management.
- Collaborated with senior sales managers to ensure brand standards were followed and service levels were exceeded.

Director of Sales and Marketing

Courtyard by Marriott and Residence Inn by Marriott | Birmingham, AL
October 2011–May 2015

Steered business development, operational efficiencies, strategic sales, and marketing initiatives for two distinct Marriott brand properties.

- Directed a sales team of 6 sales managers in group room sales, catering, and events and oversaw the management of the Business and Tourism, Group, Transient, and SMERF markets.
- Aggressively pursued and cultivated new business prospects and expanded sales to long-term business accounts.
- Facilitated yield meetings to maximize ADR and profitability and consistently exceeded assigned Occupancy and RevPAR goals.

Selected Accomplishments

- Consistently recognized by upper leadership and hotel owners for increased productivity and revenue gains throughout tenure as Director of Sales and Marketing.

Business and Tourism Sales Manager

Shearson Hotel | Birmingham, AL
October 2005 – October 2011

Devised and initiated sales strategies to acquire new business and tourism accounts and strengthen and enhanced existing accounts.

- Successfully developed and implemented new facility attractions, expanded business opportunities, and managed staff and resources.
- Delegated sales territory, target groups, and sales quotas to sales team and implemented sales, service, and staffing initiatives that delivered measure improvements in guest satisfaction and branding.
- Expanded customer base through cold-calling, lead generation, personal meetings, networking, and designing and conducting high-impact sales presentations.

Selected Accomplishments

- Recognized for delivering over-and-above sales quotas and building strong sales teams that led to several staff members being promoted to higher leadership positions.
- Played a key role in construction, renovation, and expansion projects to maximize revenues and stimulate business development and build-out efforts.

EDUCATION | CERTIFICATIONS

Associate of Applied Science in Computer Science-Business | Lawson State Community College, Baltimore, AL | 2008
Hospitality Certification | Francis Marion University | 2016
