

Driving transformation in hospitality operations for 16 years through effective sales strategies, exceptional customer service, and revenue growth.

Operations Management | Customer Service Excellence | Strategic Plan Development | Market Share Growth | Process Improvement

- **Hotel RFP Management:** Informally known as the “RFP Queen” for winning high-value group and corporate contracts at Hilton City; gained buy-in by offering site visits, reassuring of memorable hotel experience; leveraged market analyses.
- **Client Satisfaction & Retention:** Acquired 5 new international and national corporate accounts at Shore Hotel. Booked 3 new deals with 250 room nights in record time. Recognized for unmatched customer advocacy.
- **High-End Clientele Management:** Won high-profile accounts at Marriott, like Live Nation, 20th Century Fox, Sony Pictures, and Lions Gate by networking with VIP clientele within the entertainment industry during Oscar and Emmy seasons.

Key Skills: Corporate Leisure & Hospitality Sales, Sales Funnel & Workflow Optimization, Brand Positioning, 3rd- Party Negotiations, Sales Enablement & Quota Attainment, Post-Sales Experience Enhancement, Team Leadership, Continuous Quality Enhancement

CAREER SUMMARY & SUCCESSES

General Manager, City Club

09/2023 – Present

Spearheaded daily operations, driving sales and service to meet organizational goals. Managed a team of 10 and led collaborative efforts, fostering an empowering culture within the team. Reviewed daily dashboards, sales lead, customer appointments, and inventory levels. Coordinated with various departments to ensure compliance with established standards and protocols. Improved customer base and increased gross revenue while ensuring customer satisfaction and operational cost efficiency.

Corporate Sales Manager, Air Hospitality

06/2023 – 09/2023

Led key sales strategies, marketing properties and rooms to guests and ensuring stellar customer experiences. Coordinated with the Conference Manager to manage events; oversaw room listings, deposits, and customer requests. Led weekly outside and prospecting sales calls and site inspections. Developed best practices for hotel sales and led team-building events. Increased hotel occupancy by implementing the ‘Guest Adventures’ program. Timely responded to requests for proposals and cultivated relationships with potential clients. Acted as a point of contact for assigned accounts, cultivating and preserving partnerships with senior executives.

Revenue Generation & Business Growth:

- Exceeded revenue goals and increased Average Daily Rate (ADR) by 3% by soliciting new and existing accounts.
- Enhanced corporate travel and group bookings by 19% by attending 7+ trade shows and events; held trade shows and attended chamber mixers and Global Business Travel Association (GBTA) mixers; networked with clientele and promoted hotel brand.
- Boosted sales and expanded brand awareness by creating ‘Sales Blitz’; distributed flyers and led targeted marketing to travel agencies and local businesses; leveraged competitive analysis data and Agency360’s market intelligence to diversify clientele.
- Increased catering accounts by 7%, achieved monthly sales target, and grew revenue by signing ~10 new business and local accounts, capturing new business opportunities, and maximizing customer satisfaction.

Operational Efficiency & Client Relationship Management:

- Prepared weekly action plan, sales records, End of Month reviews, and SMART reports; participated in daily business assessments.
- Informed decision-making by preparing detailed budget reports and competitive set reports; aided in profitability assessments.
- Built reputation by improving services and offerings; identified and resolved service issues and ensured high-end customer care.
- Improved online visibility and engagement by leading online marketing initiatives; monitored social media profiles.
- Ensured smooth operations by setting team-wide goals; collaborated across all departments and fostered organizational growth.

Sales Manager, Shore Hotel

01/2023 – 03/2023

Ensured seamless sales operations for 2 properties, serving as the marketing and sales director and primary sales manager. Oversaw corporate, leisure, BTS, and Consortia Group accounts; built BTS sales relationships across the US and Canada. Participated in revenue meetings, managed focus groups, and led daily operations stand-ups. Created a competitive edge by updating menu pricing and outlook. Offered unique customer experiences. Managed revenue and billing operations as the interim revenue director. Nurtured long-term relationships with exclusive travel programs, such as American Express, Signature Travel, JTB, and Virtuoso.

- Increased revenue from the caterings events by 9% within 3 months; worked closely with the Food and Beverage team and Chefs.

- Rebuilt relationships with the existing client base by conducting site tours and family trips for the travel and tourism members.

Corporate Sales Manager, Cheeca Lodge

11/2022 – 01/2023

Secured \$150K+ key accounts by efficiently managing sales pipelines; worked with 9 international, 10 regional, and 15 local leisure, corporate, and personal accounts. Conducted competitor analyses to determine business expansion opportunities. Generated repeat business by improving customer service standards. Strengthened brand visibility through proactive outreach and networking. Won multiple RFPs through C-Vent. Exceeded monthly revenue quotas by deploying strategic lead generation and solicitation strategies. Established guest adventure as a key client attraction on the island; led corporate team-building and training events.

- Closed three high-value sell-out deals with key accounts; offered customized experiences to build long-term relationships.

Corporate Sales & Event Manager, Ritz Carlton

07/2022 – 11/2022

Established a track record of acquiring and retaining high-net-worth accounts in record time. Drove an increase in the revenue base by collaborating closely with the stakeholders. Oversaw the end-to-end sales pipelines: built one-on-one relationships by following up on warm leads and delivering up to key account requirements; utilized CRM to maintain pipeline health. Ensured seamless partnerships throughout account lifecycles by working closely with multitier global and local teams. Facilitated schedules in different time zones, overcame language barriers, and employed a proactive communication approach.

- Secured \$350M in gross revenue, breaking the team record, by instituting a proactive sales solicitation process. Conducted discovery calls with the director of sales to familiarize with account needs and offer customized product (AV) suite solutions.
- Managed BEO orders; closed the L.A. convention center as a key account. Tactfully addressed and managed product suite pricing concerns through strategic negotiations; offered discounts as well as post-sale support and troubleshooting.

~ Engaged in volunteerism within the hotel and food industry; increased community involvement and network building. Traveled back and forth to South America due to family commitments. Cared for ill father until his sudden passing. (02/2017 – 07/2022) ~

National Sales Manager, Consortia

02/2014 – 01/2017

Oversaw a team of 4 and a \$4M budget; enhanced sales competency by delivering sales training. Identified international target clientele, won high-value accounts, and maximized occupancy. Built relationships via networking events. Drastically improved digital sales by optimizing the website experience; posted visually appealing content and customer reviews; highlighted complementary services. Increased revenue by 120% within 2 years by implementing guest rewards, and enhancing client experience. Boosted group bookings by 150% by promoting destination marketing; refined service packages and initiated travel service.

Director of Transient & Corporate Sales, Hilton City

08/2008 – 12/2012

Oversaw a 10-member team. Revamped sales roadmap; led data-driven budgeting, sales forecasting, and goal setting. Encouraged customer engagement within feeder cities; attended tradeshows and national programs. Consistently maintained a high-end luxury brand image as per Hilton Worldwide Vision by expanding the customer base to high-profile guests, like Oscar attendees, Morgan Stanley business travelers, and athletic teams. Awarded merit by Los Angeles Businesses Travel Associations (LABTA) for active participation as the hotel representative.

- Boosted Average Daily Rate (ADR) by 7% within 9 months and increased market share by capitalizing on group travelers and lost clients.
- Exceeded sales goals by 95% by pioneering an extensive sales training program; improved sales pitches and team confidence.

EDUCATION

Bachelor of Arts in International Business, University of Guyana

Sales & Customer Service Trainings: Delphi-Certified, Opera, Visual One, CITY, AGENCY 360, Sertifi, LightSpeed, Smartsheet, Ideas Sales-Level Management, Service-Level 101, Task Force, Workplace Security & Safety, AV/Hybrid & Technology, Compass & Navigation, Chime Training, Professional Etiquette, Strategic Customer Service; Encore University | Hospitality Management Certificate; Cornell University

Other Trainings & Certifications: Health Coaching & Nutrition Certification, Studies & Continuing Education Health Coach Certification, Holistic Health Practitioner Certification, and Intern Experience at Chateau Dominique Lafon, Beaune in Food & Beverage