

JANE PARKER

Some Address | Phone: 111. 666. 5555 | Email: sample@gmail.com

SALES MANAGER

Detailed-oriented, innovative and seasoned Sales Manager with extensive experience in catering logistics, staff management, budgeting, on-site planning, the direction of the meeting, the establishment of winning promotional platforms. Offer an array of knowledge and skills in selling, detailing and executing events, negotiation, development, and execution of sales plans, oversee product branding, positioning, market share, and advertising, PR, and customer education. A people-centric leader with a high level of ethical standards and integrity, a demonstrated commitment to open, honest and direct communication, strong management and team-building background.

AREAS OF EXPERTISE

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| • Business Administration | • Marketing Collateral | • Operations Management |
| • Project Management | • Brand Image and Positioning | • Strategic Planning |
| • Corporate Communications | • Competitor Analysis | • Financial Analysis |
| • Team Building | • Market Research | • Campaign Development |
| • Negotiation Abilities | • Communication | • Public Relations |
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PROFESSIONAL WORK EXPERIENCES

Some Company, NY

ASSISTANT CATERING SALES MANAGER

July 2016 - Present

- Spearhead the solicitation of new and existing catering accounts to exceed revenue goals through telemarketing, outside calls, site inspections, and written communication.
- Ensure the handover of the business case to events/banquet team to handle the operational issues for catering events from social banquets to anniversary, training, annual dinner, board meeting, and weddings.
- Develop detailed proposals, contracts, and correspondence and tailor them to the specific programs and negotiated terms while maintaining profitability goals of the resort.
- Serve as a property liaison between catering sales account base and operations departments of the hotel.
- Arrange and participate in the daily business review meeting and sales meetings.

Some Company, NY

MARKETING COMMUNICATIONS MANAGER

December 2013 - June 2016

- Proposed and initiated effective business plans for resort and divisions to ensure the delivery of business goals and proficiently met brand standards across the marketplace.
 - Conducted research on market and demographic profiling of existing customers that helped to identify and capitalize on market needs and appropriately met customer demands.
 - Initiated the launch of frequent promotions which delivered excellent results and ensured customer satisfaction that increased client base and contributed to the remarkable business growth in three years.
 - Planned and managed all marketing objectives, which resulted in a viable business revenue growth.
 - Proficiently supervised personnel by the provision of directions, set targets, evaluated the result and appraised performances.
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ACADEMIC QUALIFICATIONS

STATE UNIVERSITY, USA | 2008-2013

Master of Business Administration (MBA) in Strategic Management and Marketing