ROBERT SMITH

Director Of Sales And Marketing II

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SUMMARY

Over 7 years of experience as a Director Of Sales And Marketing. Implemented new sales approaches to improve the results to the hotel bottom line, broadened team focus to include overall hotel revenue, ADR and F&B contribution.

CORE COMPETENCIES

Sales, Sales Management, Marketing, Finance, Accounting, BCM, ERP, CRM, Microsoft Office, Organizational Leadership, Planning, Sales, and Marketing Strategy.

PROFESSIONAL EXPERIENCE

Director Of Sales And Marketing II

ABC Corporation - May 2011 – June 2016

Key Deliverables:

- Create and implement effective strategies for group, business travel, leisure, catering and third-party booking channels for a 545 room luxury property with 75,000 square feet of meeting space.
- Direct rooms to space ratio strategies to maximize room nights and drive revenue generation consistently.
- Communicate sales and rate strategies clearly to ensure proper execution to secure and shift-share, increase ADR and RevPAR.
- Selected highlights drive significant increases in annual rooms revenue by $4. 3 million in transient and group segments from previous years revenues.
- Created and implemented new strategies to increased rate by $23. 00 for the group, bt increase of $21. 00 and $37. 00 transient rate.
- Directly responsible for generating over $32 million in hotel revenue annually through effective sales strategy implementation.
- Create and manage an annual budget, booking goals, marketing plan, group/transient strategies, and expenses.

Director Of Sales And Marketing

ABC Corporation - May 2009 – April 2011

Key Deliverables:

- Drove sales and group strategies for a 282/244 room hotel with 16,000/14,000 square feet of event space.
- Kept teams and individuals abreast of overall performance and new programs through regular meetings.
- Supervised 2 business development representatives determined the cost and pricing of proposals and bids.
- Ensured the success of action plans by driving execution and monitoring.

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- Selected highlights set the tone for year-long success by delivering outstanding results in the first quarter of 2010; booking 1,525 room/$300,000 programs and 182,500 room/five-year training program.
- Uncovered opportunities to penetrate accounts and secure new business by guiding the bt manager on the creation of effective strategies.
- Established comprehensive group strategies to capture market share and increase RevPAR.

EDUCATION

- Bachelor Of Arts in Multimedia Journalism - (Florida Atlantic University - Boca Raton, FL)CNCC in Business Student - (Colorado Northwestern Community College)Marketing Student - August 2008(Mesa State College - Grand Junction, CO)

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