

KATHY PERLSWEIG, CMP

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Career Focus

Experienced sales professional in all aspects sales, customer relations, total account management and leadership. Professional, organized and creative with the experience to drive revenue within an organization.

Professional Experience

Assistant Director of Sales Red Rock Casino Resort Spa

6/2018 to 8/2019
Las Vegas, NV

- Responsible for a leadership and active selling role.
- Responsive to customer needs in a timely manner.
- Developed working relationships, both with external and internal customers.
- Prepared full proposals based on customer's specific RFP needs.
- Proficient in contract negotiations to close business.
- Daily solicitation calls.
- Entertained and traveled as needed.
- Created various team building programs.
- Prepared weekly reports for senior leadership.

MGM Resorts International Senior National Sales Manager Mandalay Bay Resort & Casino / Delano Las Vegas

10/2004 to 6/2018
Las Vegas, NV

- Closed multi-million-dollar contracts for both Mandalay Bay and Delano Las Vegas.
- Achieved annual sales goals.
- Managed key accounts with customer-focused relationship building for repeat business.
- Use of social media outlets and email to market to customers in geographical territory.
- Generated increased revenues across the company's portfolio of hotels.
- Responsive to customer inquiries and problem resolution.
- Qualified business for revenue optimization.
- Worked closely with marketing department to launch promotions.
- Initiated group business through prospecting, marketing, customer sales calls and events.
- Prepared detailed and customized proposals.
- Developed annual territory strategic sales plan and sales campaigns.
- Prepared and executed informative property tours.
- Created and implemented projects for memorable guest experiences.
- Recognized and rewarded fellow team members for displaying outstanding customer service.
- Demonstrated teamwork with supporting internal departments for successful program execution.
- Active with company's CSR initiatives; including Diversity, Sustainability and Community Volunteering.

Director of Sales Hampton Inn Tropicana

6/2002 to 10/2004
Las Vegas, NV

- Worked with Sales and Catering team to achieve group sales revenue goals.
- Created and directed training and development programs.
- Generated monthly and annual sales reports for management.
- Convened with ownership to maximize yield management and group profitability.
- Performed competitive analysis and business development plans for target marketing.

**Hotel Sales Manager
The Venetian**

10/2001 to 6/2002
Las Vegas, NV

- Sales efforts in the West Coast market to increase group business.
- Performed daily prospecting calls.
- Traveled to customer sales calls.
- Planned and executed customer tours.
- Prepared proposals and negotiated contracts.
- Achieved revenue goals.

Mirage Resorts

**National Sales Manager
Treasure Island**

3/1998 to 10/2001

Las Vegas, NV

- Exceeded annual revenue goals.
- Implemented customer appreciation programs.
- Traveled to trade shows and customer sales calls
- Planned and executed customer tours.
- Prepared proposals and negotiated contracts.
- Conducted annual competitive analysis.
- Organized team events.

**Convention Sales Manager
The Mirage**

6/1997 to 3/1998

Las Vegas, NV

- Exceeded annual revenue goals.
- Prepared proposals and negotiated contracts.
- Contracted and executed group programs.
- Communicated with staff for customer satisfaction.

**Sales Manager
Golden Nugget**

12/1995 to 6/1997
Las Vegas, NV

- Exceeded annual revenue goals.
- Preferred site inspections of property as needed.
- Prepared proposals and negotiated contracts.
- Participated in marketing events to increase brand recognition.

Education

**Bachelor of Science: Hospitality Management
University of Nevada, Las Vegas**

Las Vegas, NV

Certifications

Certified Meeting Professional (CMP), 2007- current

Office Skills

- Proficient in Microsoft Office Suite, including Word, Excel, Outlook and Power Point.
- Daily use of Salesforce CRM.
- Ability to manage and prioritize high email/phone volumes.