

Virgil Alonso

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Objective:

I want to be in a position where I can create the most value with the skills I have and the skills I continue to develop, whether that's for customers or my own team.

Key Skills:

- Manage and organize large amounts of data to create customer facing reports to inform customer decisions and grow revenue
- The ability to communicate with other teams and understand how their goals efforts align with the marketing team's efforts.

Professional Experience:

Director of Event Technology

PSAV - The Edgewater Hotel, Seattle, WA

June 2018 - Present

- Own the Audio-Visual Portion of the hotel's conference and events business
- Responsible for \$400k in revenue for the Seattle market
- Manage all facets of event execution including labor, logistics, and finances
- Act as a representative and partner on behalf of PSAV to hotel leadership and ownership

Operations Manager

PSAV - Seattle Marriott Bellevue, Bellevue, WA

July 2017 - May 2018

- Assist the DET in the management of all PSAV activities at the property including sales, event execution, scheduling, inventory management, and managing monthly financial goals
- Act as PSAV representative at hotel management meetings when DET is not on site

CRM of Sales

PSAV - Seattle Branch, Tukwila, WA

January 2017 - June 2017

- Uncover leads for local meetings and events and introduce PSAV as a solution provider for their A/V needs
- Acted as liaison between clients and the operations team to coordinate timeline and logistics for shows
- Assist the Branch Sales Manager in managing client communications with repeat customers and large complex orders

Bing Ads Account Specialist

Insight Global, Seattle, WA

January 2016 - September 2016

- Assisted in the pilot program of a new sale/support role at Bing Ads to better serve Mid-Market Customers
- New role consists of onboarding new clients and supporting Account Managers books with optimizations
- Worked closely with Account Executives to help develop the clients with long term goals in mind

Bing Ads Optimization Specialist

Insight Global, Seattle, WA

June 2015 - December 2015

- Conducted one touch optimizations for small business customers
- Prepared detailed proposals and in-depth analyses to maximize the individual client's ROI during follow up calls

Search Engine Marketer

The Janes Company, Mukilteo, WA

June 2012 - June 2015

- Monitored and Managed daily Google AdWords Campaigns
- Increased out of state sales by approximately 300% in first year

Education:

Saint Martin's University, Lacey, WA

Bachelors of Arts: Business Administration, Marketing

Class of 2015

References upon request.