

BACHELORS OF SCIENCE,
HOTEL ADMINISTRATION
UNIVERSITY OF NEVADA, LAS
VEGAS
Graduated 2008

MICHAEL ROSS

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OBJECTIVE

Contributing to the success of my employers and clients is something I take pride in; and have a proven record of. I move bottom lines, improve service delivery, and bring experience and innovation to my workplace.

SKILLS

Cold Microsoft Office proficiency
Cloud based applications
(google docs, Dropbox...)
Proficient in CRM management
(salesforce, CSI, Podio,
Zoho, delphi, tripleseat)
P+L statements
Budgets
Sales (10 years)
Service delivery (15 years)
Employee retention
Management (10 years)
Destination Management
Corporate Travel Planning
Conference planning and
execution Easy going and
focused!

SPECIAL WORKPLACE ACHIEVEMENTS

Helped open Tekk Group office –
brought revenue up to \$15k per
month with pipeline of \$75k
before pandemic.

Started and Managed my own
email and marketing business –
'18-'19

\$300,000K in event business
booked in first 6 months in sales
role in Las Vegas.

EXPERIENCE

FACEBOOK CERTIFIED DIGITAL MARKETING ASSOCIATE – MAY '20 – AUGUST '20
NEVADA REAL ESTATE LICENCING – 60 HOURS COMPLETED, ESTIMATED COMPLETION
APRIL '21.

PRE-PANDEMIC:

SENIOR SALES REPRESENTATIVE – THE TEKK GROUP – JUNE '19- MARCH '20

- IDENTIFYING AND CANVASSING TO POTENTIAL EVENT CLIENTS.
- TECHNOLOGY EVENT SALES TO VIABLE GROUPS ACROSS THE US AND CANADA.
- CONTRACT NEGOTIATION, INVOICING AND ACCOUNTS RECEIVABLE DUTIES.
- DEVICE CONFIGURATION AND DEPLOYMENT TO CLIENTS.
- SOLICIT WARM LEADS THROUGH USE OF SOCIAL MEDIA MARKETING

VENUE SALES AND ACCOUNT MANAGER – MEET LAS VEGAS – JANUARY 2018 MARCH 2019

- ENGAGE CLIENT IN EVENT SALES FROM PROSPECT THROUGH POST EVENT FOLLOW UP
- PROSPECTING VIA COLD CALLS, SALES CALLS, TRADESHOW BOOTH SET-UP AND INDUSTRY EVENTS/REFERRALS
- RESPONSIBLE FOR 300K IN EVENT BUSINESS OVER A 6 MONTH PERIOD
- COORDINATE WITH PARTNERS FOR EFFECTIVE EVENT EXECUTION

OPERATIONS DIRECTOR • LIVEMAILERS • FEBRUARY 2017 – SEPTEMBER 2018

- MANAGE DAY TO DAY OPERATIONS FOR COMPANY
- APPROXIMATELY 100 STAFF TO MANAGE
- ONBOARD AND MANAGE NEW CLIENTS
- SERVE AS PRIMARY ACCOUNT MANAGER FOR CURRENT CLIENTS
- SEO OPTIMIZATION, ANALYTICS ADMINISTRATION

REGISTRATION MANAGER • RENEWABLE ENERGY MARKETS CONFERENCE • JULY-NOVEMBER 2016 (CONTRACT)

- PRIMARY INTERFACE WITH HOTEL BANQUETS AND AUDIO VISUAL MANAGERS, MANAGING ALL HOTEL AND AUDIO-VISUAL SPECIFICATIONS
- SOCIAL MEDIA MANAGEMENT – PROMOTING CONFERENCE AND ANCILLARY EVENTS RELATED TO CONFERENCE

Brought Revenue from \$250,000 to over \$1M annum in 3 years in sales at OFJCC.

Reduced budgetary expenses related to employee hiring and training by creating retention goals and standards.

Created operating procedures for events based on industry standards and processes.

Engaged company's social media profile, creating greater exposure of product/service or event.

Created style guides for employer, ensuring consistent messaging and look.

Created weddings rev. stream for employer which drove revenue up 25% year to year.

Community outreach specialist-developing positive brand identity to local community.

Managed and interacted with high-profile, VIP clients/guests.

VOLUNTEER EXPERIENCE OR LEADERSHIP

- Real estate license # 01970243
- Member- Contra Costa County Association of Realtors.
- Mountain View Chamber of Commerce Young Professional "All-Star Committee"
- Previous CPR and Blood borne Pathogen Training- recertification needed
- PROVIDE CUSTOMER SERVICE TO ALL INDIVIDUAL AND

CORPORATE STAKEHOLDERS WITHIN CONFERENCE

- CONTRACT AND VENDOR NEGOTIATION (SECURITY, TRANSPORT, LODGING, VIDEO)
- ON-SITE REGISTRATION MANAGER

OPERATIONS MANAGER • FINE ARTS MUSEUMS OF SAN FRANCISCO • NOVEMBER 2015- JUNE 2016

- Managed a department of 60 line staff and supervisors
- Owned scheduling and staffing for daily operations, private member events and special museum events
- Maximized membership conversion by developing sales model for membership sales and retention
- Engaged in best-in-class customer service delivery and training programs related to customer engagement
- Managed staff in union environment, creating cohesive and inclusive goals and objectives related to workplace functions.

HOUSE MANAGER • CALIFORNIA SHAKESPEARE THEATER • MARCH 2014-MAY 2016

- RESPONSIBLE FOR HIRING AND TRAINING OF SEASONAL HOUSE STAFF
- DEVELOPED TRAINING PROTOCOL FOR HOUSE AND BOX OFFICE STAFF.
- CREATED JOB DESIGN FOR MULTIPLE POSITIONS FOR OPERATIONAL EFFECTIVENESS
- CREATED MORE EFFICIENT SERVICE DELIVERY OPERATION, ENHANCING QUALITY AND REDUCING EXPENSES RELATED TO DEPARTMENT.
- ASSIST IN NIGHTLY MANAGEMENT OF STAFF, AND COORDINATION OF PRODUCTIONS WITH STAGE MANAGEMENT

CONTRACTOR • AMERICAN THORACIC SOCIETY INTERNATIONAL CONFERENCE • MAY 2006-MAY 2016

- Serve as on-site liaison from director of meeting services to convention center/various vendors
- On-site management of international bag distribution, shipping and receiving and logistics
- Manage certain special dinners, symposia and closing sessions for the conference

FACILITY SALES MANAGER • OSHMAN FAMILY JEWISH COMMUNITY CENTER • AUG 2010-NOVEMBER 2013

- Responsible for prospecting corporate, social and tradeshow rental events at the facility
- Engage in overall event booking, up-selling and cross selling of services and products developed by the OFJCC.
- Responsible for logistical management for large scale agency private/public events
- Participated in local and regional networking events and partnered with local and national hospitality trade organizations
- Engaged in direct, internet and face to face marketing for the organization. Developed wedding services at venue with separate marketing collateral
- Developed vendor relationships, securing long term discounted rates for services
- Managed \$1M budget- planned expenses based on Monthly P&L's and income statements
- Designed event operations model focused on quality service delivery and retention.
- Responsible for 20% increase in revenue over 2012-2013 calendar year within 3 quarters

SPECIAL EVENT MANAGER • OSHMAN FAMILY JEWISH COMMUNITY CENTER

- Serve as on-site logistics manager between event client and operators of facility
- Coordinate vendor arrival, set-up, delivery, installation and operation of event equipment
- Developed Event operation model for new facility
- Managed Audio/visual, set-up, housekeeping, parking, security OPS during event duration.

REFERENCES

Available upon Request

FRONT OF HOUSE SUPERVISOR, BLUE MAN GROUP AUGUST 2005-AUGUST 2010

- Ensured 5 Star Service was provided by Blue Man Group Ushers and Retail staff
- Minor Production activities for show continuity
- Responsible for nightly revenue report generation on show revenue and forecast ticket sales
- Managed 40 staff throughout theater and administrative level