

DAKOTA VRADENBURG

Grand Blanc, MI

810.348.6023 | www.linkedin.com/in/dakotav/en | dakota.vradenburg@gmail.com

Talented sales and account management professional with extensive background in many sectors. Driven individual with a focus on building meaningful and productive business relationships. Known for strong desire to develop new skills while focusing on driving results.

EDUCATION

Bachelor of Science, Hospitality and Tourism Management

Grand Valley State University, Allendale, Michigan
Dean's List, Honor's College Graduate All Semesters

Hospitality Management

International College of Management in Sydney, Australia
Semester Abroad

PROFESSIONAL EXPERIENCE

Carlson Wagonlit Travel Sales Associate, Hotel

Jun. 2017 — Mar. 2018

Position was created to support the launch of a premiere hotel-only booking tool. As part of the Chicago pilot was tasked with obtaining new clients, then supporting the new accounts on an ongoing basis.

- On-boarded and supported clients to understand and use the booking tool.
- Prospected for new leads by being relentless with follow up and reaching out in creative and fun ways to connect with prospective clients.
- Maintained CRM accuracy by entering all information daily. Was the "go-to" team member for questions about CRM.
- Provided timely and consistent responses to all inquiries which drove revenue through encouraging use of the platform to book hotel.

CEB Account Management Specialist

Apr. 2016 — May 2017

Worked with account managers to ensure account renewals.

- Supported over \$4.6 million in revenue.
- Updated notes for accounts and maintained accurate details within Salesforce CRM.
- Partnered with account managers and executive advisors to create customized service plans for each membership.
- Coordinated on-boarding, quarterly, and research discussions with executive members and their teams.

Octagon Event Trainee

Mar. 2015 — Nov. 2015

Worked to provide the most entertaining driving experience for thousands of attendees nationwide.

- Prepared event space including set-up and tear-down.
- Registered and directed event guests to ensure a smooth and enjoyable experience.
- Promoted BMW merchandise and operated POS to drive revenue.

ACTIVITIES

Disney College Program - Intern

Aug. 2013 — Jan. 2014

Grand Rapids Symphony - Intern

Aug. 2014 — Dec. 2014

Michigan Cares for Tourism - Volunteer

Sep. 2016

Ronald McDonald House Charities of Chicagoland - Volunteer

Oct. 2016

Spark Program - Mentor

Sep. — Dec. 2016

PAWS Chicago - Volunteer

Oct. 2016 — Jun. 2018

(See LinkedIn for more information)