



DIXIE ROSE

DIRECTOR OF SALES 📍 SACRAMENTO, UNITED STATES ☎ 916.707.0785

◦ DETAILS ◦

Sacramento
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◦ LINKS ◦

https://bit.ly/Info_and_Links

◦ SKILLS ◦

Sales Strategy Development and Execution

Team Leadership and Management

Business Development and Relationship Management

Revenue Forecasting and Budgeting

Market Analysis and Competitive Intelligence

Customer Needs Analysis and Sales Process Optimization

CRM and Sales Technology Integration

Strong Negotiation and Closing Skills

Excellent Communication and Presentation Abilities

👤 PROFILE

Objective: Seeking a Director of Sales role to drive revenue growth and market share by executing successful sales strategies for high-ticket and HNW clients, including Fortune 500 corporate clients. Leverage extensive experience in team leadership, business development, and CRM integration to position myself as a valuable asset, contributing to the company's success and growth.

📁 EMPLOYMENT HISTORY

Director of Sales and Catering at The Officers Club in McClellan Park

- Responsible for driving revenue growth, managing a team of catering professionals, and ensuring exceptional service delivery to all clients.
- Developed and implemented strategic sales plans to achieve revenue targets and increase market share.
- Built and maintained strong relationships with clients, vendors, and suppliers to ensure high-quality service and customer satisfaction.
- Identified new business opportunities and cultivated leads to expand the client base.
- Collaborated with other departments to ensure seamless event execution, including menu planning, décor, and audiovisual needs.
- Conducted site visits and providing event proposals and quotes to potential clients.
- Managed the catering team, including hiring, training, and coaching staff to ensure excellent service.
- Monitored industry trends and competitive activity to stay ahead of the curve and provide innovative solutions to clients.
- Created and managed budgets and financial forecasts to ensure profitability and cost-effectiveness.

Director of Catering Sales at Hotel Winters, Winters, CA

- Develop and execute sales strategies to drive revenue growth and market share for Hotel Winters
- Lead and manage a team of 10 sales professionals to achieve sales targets and KPIs
- Identify and pursue new business opportunities, establish and maintain relationships with key customers, and negotiate contracts and pricing
- Develop and maintain sales forecasts and budgets, and analyze market trends and competitive intelligence to inform sales strategies and tactics
- Optimize sales processes and CRM integration to improve efficiency and effectiveness of sales operations
- Deliver regular sales reports and presentations to senior management and board of directors
- Successfully closed high-ticket sales deals with HNW (High Net Worth) clients, including Fortune 500 corporate clients, resulting in overall increased corporate catering contracts

Director of VIP Sales at Seattle Mariners, Seattle, WA

- Oversaw premium hospitality operations, large-scale events, media affairs, and cultivated VIP relations

- Curated luxury food experiences and expanded HNW client acquisition, while increasing high ticket sales volume
- Developed and maintained key community partnerships, marketing and sales opportunities, and high-touch guest service
- Focused on developing the luxury/VIP tier client and key organizations as assigned
- Oversaw 2019 MLB Drafts, while exercising integrity and discretion

Director of Sales at Metropolist, Seattle, WA

- Led a team of 12 sales professionals to achieve and establish foundational sales systems in event management
- Developed and executed successful sales strategies that resulted in 25% event revenue growth through targeted marketing, strategic sponsorship, and enhanced attendee engagement
- Established and maintained relationships with key customers and partners, and negotiated contracts and pricing to increase sales and profitability
- Conducted market analysis and competitive intelligence to inform sales strategies and tactics
- Implemented and optimized sales processes and CRM integration to improve efficiency and effectiveness of sales operations
- Successfully closed high-ticket sales deals with HNW clients, including Fortune 500 corporate clients, resulting in 15% revenue growth



EDUCATION

- Dominican University, Bachelors — MAKE School SAN RAFAEL|SAN FRANCISCO Applied Computer Science
- Università Bocconi, — Business Essentials MILAN, ITALY Management of Fashion and Luxury Markets



FREELANCE

- Events Manager at The DeVilbiss Room and Poppy Shoppe, and Pop Up Events Manager at Saddleshoppe
- Home Staging and Social Media Manager at Ellis Design and OneWildPack
- Marketing Manager and Lead Generation at Seattle Hyundai and Solano BX



NON-PROFIT

- Content Creation, PR, and Fundraising at A21|Abolishing Slavery and Human Trafficking
- Fundraising, VIP Events, and PR at DAWN|Domestic Advocacy Women's Network



INTERIM CONTRACTS

- Event Manager at The Sugar Factory, Seattle
- Marketing Manager at Desert Sun, Seattle
- Social Media Manager at AR Social Agency, Seattle
- FOH Manager at Il Fornaio, Seattle



PREVIOUS EXPERIENCE

- Confidential Employer — Executive Assistant

C-Level Executive Support|Calendar Management|Coordinated Domestic and International Travel|Ensured Executive Productivity|High Discretion and Integrity



PASSIVE INCOME



Content Creation



Viral Marketing



Virtual Sales Coaching



UGC Creator



REFERENCES



References Upon Request



ASSESSMENT METRICS



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