

**DF**

DEVONTAE FERGUSON

Management

HOSPITALITY
SALES OPTIMIZATION
CLIENT MANAGEMENT



Akron, Ohio



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EXPERTISE

Event Hosting
Knowledge of Hospitality Industry
Social Networking and Mobilization
Strategic Sales Actions
Quick & Adaptable Learner
Critical Thinking & Conflict Resolution
Leadership & Organizational Skills
Budget Implementation
Prioritization & Time Management
Training & Mentoring
Persuasive Negotiation

SKILLS

Word | Excel | Outlook | PowerPoint |
HTML | JavaScript | Python

EDUCATION

Public Relations & Athletic Training | KENT
STATE UNIVERSITY, Kent, OH | May 2012

Sports Medicine | THE OHIO STATE
UNIVERSITY, Columbus, OH | May 2014

Philosophy | STANFORD UNIVERSITY,
Stanford, CA | 2019

HIGHLIGHTS

**Co-Creator and VP of "Focus on the
Future Org" (FOF) at Kent State
University.**

**Personally selected as the event host
and 1 of 2 Mixologist for LeBron James
& The I Promise School.**

**Successfully created the "Culver Club".
Honors members only Lounge with live
entertainment. Located inside Hilton
Hotel, Culver City, CA.**

**Creator and Host of "Free Your Fire". A
monthly beach bonfire networking
event for all in hospitality and
entertainment industries.**

ABOUT ME

Dynamic and resourceful Management Professional with 8+ years of experience in fast-paced organizations providing hospitable service and support to customers. Innovative coordinator of events and special programs with strong talent in social media marketing, public relation, business management and customer acquisition strategies to increase service booking and sales. Effective management style that is inclusive, dynamic, and passionate. Creating a highly motivated and productive work environment to increase sales. Proven record in addressing employee and guest concerns with a concentration in respectful discourse and conflict resolution.

PROFESSIONAL EXPERIENCE

Events Manager | PIPS ON LABREA, Mid-city, CA | May 2017 – March 2020

- Organized, oversaw, and host events. Including all events for high profile clientele.
- Interviewed, created, trained, and lead a separate team of FOH and BOH team members. Including Popular Mixologists and Musicians.
- Developed a detailed budget with clients and ensure project is within budget by negotiating all prices with service providers while clearly communicating expenses and status updates with the clients.
- Developed long-term business plan with each partner, with the goal of generating revenue and pipeline.
- Performed market research/lead generation using social media and innovative marketing strategies

Outlets Manager | DOUBLETREE BY HILTON, Culver City, CA | Dec 2014 – Nov 2018

- Oversaw over 200 seat restaurant, Lounge, Bar, & Room Service in a fast paced setting.
- Promoted teamwork and maintained a high level of customer service standards to guarantee a successful experience.
- Effectively managed staff of 32 while handling payroll, scheduling, budget, ordering, inventory, and requisition.
- Pioneered the position of 'Outlets Manager' with Hilton Hotels Corporate based on outstanding performance as a Server, Bartender, and Restaurant Manager.
- Played key role in delivering sales increase through superior performance in sales, profitability and customer service.

Staff Relations Supervisor - R&D | THE DJ CREW, Akron, OH | January 2013 - October 2014

- Responsible for staff scheduling and handling and resolution of all customer and staff requests
- Served as senior sales agent for event booking and program implementation.
- Administered ongoing training program for all employees and helped develop and implement employee handbook.
- Lead research reconnaissance for a new market in the Los Angeles Area as well as future market forecasting.
- Consistently achieved monthly sales goals through coaching proper and effective sales and service techniques