

WORK EXPERIENCE

Levy Restaurants

Director of Sales at Ravinia Festival

Chicago, IL | March 2012 – December 2012

- Group Sales Revenue: 1.5 million | Property Revenue: 4.5 million
- Create strong relationships with operations, culinary and venue client
- Construct strategic floor plans of multiple events to maximize facility spaces
- Maximize sales in social market to book weddings and bar/bat mitzvahs despite venue limitations
- Successfully cultivate relationships with major donors and sponsors of Ravinia Festival
- Develop and implement strategic and market analysis for property
- Trained new sales employees in Omaha, NE

Senior Event Sales Manager at STAPLES Center

Los Angeles, CA | August 2009 – March 2012

- Group Sales Revenue: 6 million | Property Revenue: 55 million
- Sole producer of the 2009 and 2010 Primetime Emmy Awards
- Co-manager of the 2010 GRAMMY Awards, People's Choice and the 2010 NBA Finals/Championships
- Work directly with AEG and the home teams (Lakers, Clippers and Kings) on events
- Provide operational support the BCEC during Choice Hotels week and the US Open
- Drive menu development for catering and event suites from 2009 – present

Event Suite Sales Manager at STAPLES Center

Los Angeles, CA | July 2007 – August 2009

- Create specialty beverage programs to increase sales and enhance client experience
- Provide support for GRAMMY'S, ESPYS, Emmy's, American Music Awards and The Grand Opening
- Increase food sales by 5% and beverage sales by 21%
- Maintain website for Levy Restaurants at STAPLES Center and Nokia Theatre L.A. LIVE
- Attend Management Academy and the 2008 Sales Summit in Chicago

Wolfgang Puck Catering at Sony Pictures Studios

Culver City, CA

Catering Sales Coordinator

September 2006 – July 2007

- Property Revenue: 1.6 million
- Guide clients in selection of entertainment, theme, vendors and menu
- Delegate operations team in event logistics
- Assist in creating payment procedures and policies

Museum of Latin American Art

Long Beach, CA

Banquets Coordinator and Assistant

May 2006 - September 2006

- Administer weddings, receptions, fundraisers and corporate events
- Oversee and coordinate production schedule/details between vendors and museum staff
- Provide support with correspondence, data entry, and maintain department supply inventory

Earl Burns Miller Japanese Garden

Long Beach, CA

Wedding and Special Events Coordinator

September 2004 - May 2006

- Coordinate functions including weddings, receptions, CSULB department, Presidents' events
- Handle deposits of money and writing of contracts
- Hold informative sales tours about venue, services and preferred professionals to clients

EDUCATION

California State University, Long Beach | Graduation Date: May 2006

- Bachelor of Science in Hospitality Foodservice and Hotel Management
- Lifetime Member, Eta Sigma Delta (Hospitality Honors Society)
- Past Member, Foodservice and Hotel Management Association

SKILLS

- Computer Skills: Microsoft Word, Excel, Publisher, Visio and Powerpoint, HTML, Caterplus, Restaurant Management Systems (RMS), ReServe Anywhere, EBMS, BOSS and KRONOS, Typing Speed: 80 wpm
- ServeSafe & CPR Certified
- Fluent in Vietnamese