Jillian M. Harrison

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Bachelor of Science in Hospitality and Tourism Management; Purdue University West Lafayette IN 2010

SALES ACCOUNT MANAGER

Top performing hospitality sales professional with significant experience in exceeding revenue goals of over $1.7 million annually in guestroom sales while delivering customized event experiences. Highly successfully at developing and delivering presentations, proposals and site experiences. Organized leader with exceptional follow through abilities and detail orientation, ensuring customer needs and expectations are met with results. Extremely effective at managing account relationships to create new sales channels and revenue opportunities. Proven ability to identify and resolve service issues that meet both the client’s and the organization’s needs.

CORE COMPETENCIES

New Business Development Relationship Building Trusted Advisor

Quality Customer Service Account & Event Management Effective Communicator

PROFFESSIONAL EXPERIENCE

Sales Account Manager; Renaissance Indianapolis North; Carmel, IN April 2012- present

Oversee the business travel, athletic, association, fraternal and entertainment markets for a full service 263-guestroom hotel with 15,000 square feet of event space and a fine dining restaurant and bar. Serve as a complete account manager for corporate business travel by implementing their travel programs at the hotel while pro-actively uncovering additional needs. Successfully develop and manage these accounts by setting up quarterly business reviews to identify and capitalize on new sales opportunities. Solicit, negotiate and contract new and repeat business. Prepare and execute sales contracts, event orders and group resumes to ensure product delivery and customer satisfaction. Leverage customer database and CRM tools to meet sales reporting requirements.

* Generate over $1.7 million in sales year over year by utilizing the Hospitality Softnet sales model to customize client conversations allowing for additional revenue generation
* Implement effective surveys to gain key knowledge and tailor marketing programs to increase account production
* Coordinate all logistic details with client to include space requirements, meeting times, arrival/departure times, audio-visual, food & beverage and billing
* Strategize and implement procedures to unexpectedly surprise and delight guests
* Create and design sales collateral including catering menus, proposals and hotel brochures
* Consistently enter in sales activities to establish time-frame for re-booking client events and managing prospecting calls
* Maintain list of top accounts to ensure relationship building. Schedule off-site calls to visit clients and create custom gifts to personalize experiences

*2018 Millionaires Club Award Winner – 2017 & 2018 Top 5 Events Team Winner – 2013 Platinum Club Award Winner –*

*2012 Property Sales Team of the Year*

**Sales Coordinator; Renaissance Indianapolis North;** Carmel, IN May 2011- April 2012

Provided high-level administrative support to help position the sales and marketing team to achieve the best experience for clients. Generated reports for weekly sales meeting to assist hotel in achieving revenue goals. Responsible for the customer database and developing marketing and event collateral.

* Proficient in Delphi & SFA Web
* Planned and coordinated administrative functions that included routing correspondence, scheduling meetings and appointments, performing data entry and performing travel arrangements
* Provided customer service support by acting as a liaison between the customer and the sales and catering managers
* Served as an executive meeting manager by contracting and detailing events that were 20 attendees or less
* Increased hotel guestroom production by soliciting and managing wedding blocks

**Previous Roles**

**Banque Captain;** Renaissance Indianapolis North Hotel (June 2010 – May 2011) **Suite Attendant/Captain & Banquet Server;** V/Gladieux Special Events ;Purdue University (August 2008 – May 2010) **Terra Café Supervisor and Spa Coordinator;** Hotel Terra Jackson Hole (Summer 2009)