

Holly C. Darter

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Technical Skills:

- ***Social Media and Digital Marketing Management*** - Ran hotel property's LinkedIn, Instagram, and Facebook pages. Created content using Canva and other graphic design tools. Utilized analytics and reporting to drive social media strategy.
- ***Microsoft Office Suite Proficiency*** - Proficient in using all applications in the Suite in order to create professional sales reports, booking agreements, and other sales collateral.
- ***CRM Software*** - Experienced in using Amadeus Delphi Salesforce to manage and store client interactions and data, as well as track sales activities.

Soft Skills:

Project management
Time Management

Customer Service
Resilience

Organization
Adaptability

Education:

Western Michigan University | September 2020 - May 2022 | Kalamazoo MI

Dean's List Honors for Fall 2020, Spring 2021, and Fall 2021

Edgewood College | September 2022 - December 2022 | Madison WI

Relevant Coursework:

- ***Computer Applications*** - Proficient in Microsoft Office applications for professional documents, emails, and spreadsheets.
- ***Deductive Logic*** - Perfected my ability to identify logical patterns, make sound judgements, and evaluate information through deductive logic principals.
- ***Statistics: Discovery with Data*** - Interpreted and analyzed data using statistical analysis and data visualization techniques.
- ***Foundations in Written Communications*** - Established strong written communication skills including persuasive messaging and effective business correspondence.

Experience:

Hampton Inn and Suites by Hilton | Sales Coordinator | January 2023 - August 2023 | Madison, WI

- Contributed to sales team success by participating in sales meetings and providing market insights.
- Built outstanding client relations by addressing client needs, resolving issues, and forming long-term relationships to drive repeat business.
- Maintained up to date and accurate client records, database entries, and sales reports using CRM software.
- Conducted sales presentations, site visits, and property tours to showcase hotel services and amenities, communicating valuable propositions to potential clients.

Bassett Street Brunch Club | Shift Manager / Bartender | September 2021 - August 2023 | Madison, WI

- Managed the business and employees of one of the top rated restaurants in Madison.
- Provided guidance and leadership to train new members and maintain the quality and success of the restaurant.

Hampton Inn and Suites by Hilton | Guest Services Representative / Manager on Duty | March 2022 - January 2023 | Madison WI

- Managed the daily activities of the front desk including assigning tasks and handling guest requests and concerns.
- Provided leadership to the front-desk team in order to allow for smooth operations during shifts while maintaining exceptional guest service.
- Greeted and checked-in guests in a welcoming and professional manner to ensure a positive first impression.