
QUALIFYING SUMMARY

Results focused (hospitality) sales professional. Passion for providing customer solutions and growing revenue. Customer oriented, high initiative, excellent communicator and adaptable. Dedicated to a career in sales and business development.

PROFESSIONAL EXPERIENCE

LaaSie.ai, *Start-up SaaS company providing incentive engine loyalty solution to hotels.*

New York, NY

Business Development Executive/Account Executive

July 2019 – Present

- Achieved \$200k in new business, contributing to company's 20% YOY growth.
- \$350k pipeline from East Coast Market: custom market analysis identifying qualified hotels, management, and ownership groups.
- Responsible for full sales cycle; sourcing and qualifying business; executing demos and closing business.
- Designed custom client solutions with internal and external customer success and product development teams.

Boston Park Plaza Hotel (Highgate Hotels)

Boston, MA

Group Sales Manager

July 2016 – April 2019

- Generated \$2M+ in new business within 18 months from underperforming Sports, Military, Education, Religious, Fraternal organizations.
- Exceeded 2017 revenue goal by 200% and 2018 goal by 130+%; applied understanding of marketplace to identify and sign new clients.
- Awarded Highgate Hotels Sales Manager of the Quarter in 2017 and 2018.
- Lead internal/external meetings to ensure event success across Food & Beverage, Room Blocks, AV and Miscellaneous asks.

Boston Marriott Newton

Newton, MA

Group Sales Manager

May 2015 – July 2016

- Generated \$500k+ in revenue from non-profit organizations, government business, tour and travel groups, and general social events.
- Consistently exceeded quarterly revenue quota by 130% through client retention and qualifying new business opportunities.
- Attended and leveraged networking events to identify potential business, develop and maintain industry relationships.

The Lenox Hotel

Boston, MA

Guest Service Leader

Oct. 2013 – Dec. 2014

- Promoted in 4 months to supervise front office at premier luxury hotel, leading to top #5 rank on TripAdvisor.
- Lead employee specific training to ensure consistency in customer service; mentored new hires to develop procedural expertise.
- Handled and resolved reservation, billing issues, increased revenue and brand loyalty through upsells and loyalty program implementation.

EDUCATION

University of Massachusetts Amherst

Graduated: May 2013

Eugene M. Isenberg School of Management

Degree: Bachelor of Science, Hospitality and Tourism Management

GPA: 3.3

Florence University of the Arts

Jan. 2012 - May 2012

Hospitality Administration/Management

Ithaca College, NY

Sept. 2009 – May 2011

Park School of Business

Major: Business Administration, Management

COMMUNITY INVOLVEMENT

University of Massachusetts Amherst

2017 – Present

Young Alumni Board Member

- Annual guest speaker to upper undergraduate classes focused on effectively building a career in the hospitality industry.
- Mentor seniors aspiring to develop careers in the hospitality industry with in-person meetings, resume reviews, etc.

