10618 Woodbridge St, Unit 306 Toluca Lake, CA 91602

Cell: 480-296-3824

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**Summary**

Accomplished hospitality Revenue Analytics/Sales Representative. Persuasive communicator and analytical problem-solver able to uncover customer needs to match with company offerings. Adept in recognizing patterns, developing strategy, and implementing procedure to capture market share from our comp set.

**Experience**

The Garland Hotel December 2019 to Current

**Group Account/Reservations Coordinator**

North Hollywood, CA

* My responsibilities include working and learning directly under our Director of Revenue Management as a liaison for our sales, marketing, accounting, conference services, and catering departments. This creates a checks and balances system, crucial to the properties success.
* On a day to day basis, I work directly with clients and colleagues to create and manage contracted rooming lists and rental space. Analyze daily revenue, verifying accuracy, and inputting our performance into the STR system for tracking and comp set comparisons. Balancing of the house ensures our sales team, FIT (booking.com, expedia etc.) partners, and travel agents have the most up to date room availability for event sales and bookings.
* I handle commission analysis each month for our FIT partners and travel agents, ensuring booking authenticity and payment accuracy for our accounting team. Work directly with Director of Revenue and Marketing Manager on rates and promotions to ensure we are capturing our share of the market. Rates are dependent on seasonality and special events happening in the area.

Westin Kierland Resort & Spa June 2012 to January 2019

**Reservation Sales Agent**

Scottsdale, AZ

* Responsible for property knowledge and room sales for three major properties. The Phoenician Resort, The Westin Kierland Resort & Spa, and the Westin Mission Hills Resort & Spa
* Fielded on average, 50-70 calls per day. Completed additional clerical duties and daily reports while ensuring guest reservations are accurate and billed properly
* Provided AAA/Forbes 5 star 5 diamond level of customer service with every guest interaction
* Demonstrated exceptional consultative selling skills throughout the sales cycle, from initial rapport to needs assessment to solution delivery

Dish Network April 2011 to November 2011

**Inside Sales Representative**

Phoenix, AZ

* Demonstrated exceptional consultative selling skills throughout the sales cycle, from initial rapport to needs assessment to solution delivery
* Once sale was made, the terms and conditions were reviewed with customer and installation scheduled
* Completed 30 inbound calls daily, with average conversion rate of 30%

**Education and Training**

**Arizona State University** 2010

**Bachelor of Arts: English Literature**

Tempe, AZ