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|  | Professional Summary  Build and sustain relationships exceeding revenue goals, handle sales negotiations effectively and develop collaborative working relationships. Successfully display empathy, empower others, and possess strong written and oral communication skills.  Education  Kurgan State University, Russia  Bachelor of Arts: Honors in Linguistics (2009)  Bachelor of Arts: Marketing (2011)  Experience  **Convention Services Coordinator with Sales Assistant assignments** (05/18 – present)  The Westin Fort Lauderdale Beach Resort (321 N Fort Lauderdale beach Blvd, Fort Lauderdale, FL 33304)   * Detail and manage group room blocks (social and small corporate) for 400 guests and more, in-house events and coordinate VIP amenities; conduct pre- and post- event meetings * Compile and analyze property reports, create Banquet Event Orders and Resumes * Execute events for 200 guests and more creating opportunities to upsell * Participate in Revenue meetings to discuss current market positioning and overall strategy for the Hotel; determine need periods for group and transient business implementing action plans * Utilize STR, CVB and Knowland reports to discover market trends * Work with vendors regulating prices and finalizing service agreements; act as Liaison between Sales, Convention Services and Operations Department * Work on Banquet Menus assisting Director of Convention Services and Executive Chef * Manage corporate projects assigned by Director of Sales & Marketing and General Manager   **Sales & Executive Office Administrative Assistant** (04/18 – 05/19)  Pier Sixty-Six Hotel & Marina (2301 SE 17th Street, Fort Lauderdale, FL 33316)   * Qualify leads and negotiate social group business for up to 50 room nights on peak * Conduct property tours; assist in planning and execution of events creating opportunities to upsell * Provide Sales Department and General Manager with administrative support, make travel arrangements and finalize expenses; assist Director of Sales & Marketing with annual budget preparation and marketing plan; assist in Social Media Channels development * Generate and analyze reports for business transient tracking, group pace and tentative business; produce group sales proposals, contracts and Banquet Event Orders   **Regional Sales Coordinator** (02/16 – 01/17)  COMO Metropolitan Miami Beach & COMO Parrot Cay (2445 Collins Ave, Miami Beach, FL 33140)   * Manage Business Travel accounts; assist Regional Group Sales Manager in negotiating group business, guest room rates and meeting room rental; assist Food & Beverage Manager in coordinating group meetings * Conduct FAM trips and Site tours at COMO Metropolitan and COMO Parrot Cay; * Update all Social Media channels; liaise and build relationships with other travel suppliers useful to the company; maintain client relationships * Assist Director of Sales & Marketing with annual sales and marketing plan; assist Director of Revenue with compiling weekly revenue reports * Provide administrative support to COMO global Sales team and perform all clerical duties; arrange and participate in monthly Sales calls in Florida   **Sales Administrative Assistant** (09/15 – 02/16)  Royal Palm South Beach Miami (1545 Collins Ave, Miami Beach, FL 33139)   * Distribute leads and act as Liaison between Sales Managers and clients; function as Social Media Champion on property * Use various computer word processing and other software packages to enter data, produce contracts, correspondence, forms and memorandum * Provide decision making skills to direct caller’s request; handle individual reservations for VIP clients * Conduct site inspections; process Turnovers; respond to catering leads and prepare catering contracts assisting Catering Manager * Order supplies and promotional material for Sales calls   Skills   * Proficient in Microsoft Office (Word, Excel, PowerPoint, Outlook), Opera, SMS, Voice agent, Light Speed, Cvent, Lanyon Starcite, Meeting Broker, ISAC, Delphi, Go Concierge, Hotel IQ, STR, Envision, Delphi.fdc, Social Tables, CI/TY * Associate training and retention knowledge and experience * Proactive mindset and clear decision-making ability * Excellent communication skills (written and oral) * Maintain confidentiality and use of a high degree of discretion.   **Affiliations**  National Association for Professional Women (Member since May, 2015) |