Jana M. Lambert

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**PROFESSIONAL EXPERIENCE**

*February 2012* **Senior Sales Manager**, XFINITY Live! Philadelphia

*to Present* Philadelphia, PA

* Charged with creating, managing and extending the sale of private events relating to the seven concept brands of XFINITY Live! Philadelphia
* Responsible for engaging, closing and executing over $1.4 million in private event sales in the first full year of business
* Projected over $1.8 million in revenue for second full year of business
* Negotiate and manage all private events with clients both corporate and social
* Visit and court potential clients to increase awareness and exposure of XFINITY Live! venues and services
* Attend networking events in a public relations capacity in order to grow client base
* Coordinate event details with client once all event contracts have been signed
* Evaluate new and improving existing business lines
* Assist with continual up-selling of client and event throughout the working relationship
* Maintain fiscal responsibility in terms of rentals, supplies, food and labor
* Coordinate, produce, and assist in the development and implementation of marketing materials and plans

*November 2005* **Banquet Sales Assistant**, Maggiano’s Little Italy

*to February 2012* Philadelphia, PA

* Planned and assisted with all aspects of banquet sales for a 4 room (200 person) banquet facility
* Networked with area planners, coordinators and other restaurant sales managers
* Provided quality customer service and detailed event planning for both business and social events
* Suggested menu upgrades and wines, organize menu tastings, and facilitate site inspections for prospective and current clients
* Generated forecast reports for Sales Manager and General Manager
* Managed new banquet sales office in Austin, TX for 5 weeks, organized office and created filing system
* Managed banquet sales office in Washington, DC & Tyson’s Corner, VA

**EDUCATION**

*Fall 2001 -* **East Stroudsburg University**, Stroudsburg, PA

*Spring 2005* B.S. in Hotel, Restaurant, and Tourism Management

**TECHNICAL SKILLS**

Microsoft Office (Word, Excel, PowerPoint), Delphi, Facebook, Twitter, Instagram

**COMMUNITY INVOLVEMENT**

∙Member, Philadelphia Convention & Visitors Bureau (PCVB)

∙Member, Pennsylvania Meeting Planners International (PAMPI)

∙Member, Hospitality Sales and Marketing Association International (HSMAI)

∙Member, Young Professionals Network (YPN)