

# ANN V. ALLEN

4411 Hunter Oaks Court

High Point, NC 27265

336-253-0868

annvallen@yahoo.com

## **Objective:**

To find an opportunity where my hotel sales experience can be fully utilized to meet the goals of an organization, as well as make an impact within my community.

## **Experience:**

### **Greensboro Marriott Airport, Greensboro NC**

#### **Director of Sales**

2/2015 – present

Responsible for sales production for 299 room hotel with 11,000 square feet of meeting space, manage catering and events team of 5, hiring and training staff, annual reviews, weekly and monthly reports, annual budgets, monthly forecasting, act as liaison between Marriott national sales and Greensboro CVB sales teams and the hotel, pricing, sales strategy meetings, monthly stakeholder calls, manage lead funnel, conduct site visits, work with core and large group sales, re-solicit internal groups, social media planning, marketing materials.

### **Greensboro Marriott Downtown, Greensboro NC**

#### **Director of Sales**

1/2007- 2/2015

Responsible for sales production for 280 room hotel with 24,000 square feet of meeting space, weekly and monthly reporting. Conduct sales & revenue meetings, Plan sales blitzes, Plan tradeshow travel, Train new sales team members, Set weekly inside and outside sales call goals, Market includes top 10 corporate accounts, Top 15 corporate negotiated accounts, Sports, and City wide events. Responsible for annual negotiated account contracts, Maintain brand standards, update Company website, Facebook, prepare for brand standard audits, evaluations, maintain relationship with GACVB

### **Greensboro Marriott Downtown, Greensboro NC**

#### **Senior Sales Manager**

6/2000- 1/2007

Association, Government, Tour & Travel Markets. Responsibilities included prospecting new accounts, nurturing all existing accounts, preparing proposals, contracts, government bids, site inspections, and update accounts, sales reports, attended tradeshow, trained all new sales associates, and coordinate all sales blitzes.

### **Greensboro Hilton, Greensboro NC**

#### **Sales Manager**

3/1994- 6/2000

SMERF and Government Markets

Responsibilities included prospecting new accounts, preparing proposals and attending trade shows, SGMP membership, as well as maintaining the current established accounts. Weekly sales goals, reports and outside calls, participated in trade shows with CVB

## **US Navy – Morale Welfare & Recreation, Newport RI**

### **Catering Manager**

1/1993- 3/1994

Responsibilities included booking meeting space, contracting, being familiar with traditional military functions, wedding planning, menu suggestions, guiding clients, fronting functions, billing.

### **Education:**

#### **Johnson & Wales University, Providence RI**

BS - Hospitality Sales & Marketing

AS - Hotel & Restaurant Management

### **Memberships & Certificates**

- Guilford County Hotel Motel Association Board
- AENC – Membership Board 2004-2007
- Greensboro Merchants Association
- Greensboro Chamber of Commerce
- Society of Government Meeting Planners
- Marriott Certified Wedding Planner
- Delphi Sales System, CI/TY System, Administrator