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# CLIENT NAME – EP, CMP

Address  
City, State Zip

(XXX) XXX-XXXX  
@yahoo.com

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## SUMMARY OF QUALIFICATIONS

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Extremely motivated and results-driven hospitality, food service, facility event management professional with organizational, analytical and marketing skills in addition to the following broad-based competencies:

**Consultative Sales**  
**Facility Management**  
**Trade Show Operations**

**Strategic Planning**  
**Staff Management**  
**Budget & Cost Analysis**

**Team Building**  
**Menu Development**  
**Event Planning**

- Demonstrated ability to plan and execute large-scale events and programs that consistently exceed client expectations.
- Skilled in the creation and implementation of comprehensive training initiatives that develop and retain effective sales and service teams.
- Experienced in strategic planning with comprehensive knowledge of management, organizational development, team building and project execution.

## PROFESSIONAL EXPERIENCE

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XYZ HOTEL & RESTAURANT  
2005-2009

***Director of Catering & Events- City, State***

Pre-opening director for industry leading hotel and restaurants initial property in Southern California.

- Designed and executed initial sales, marketing and operation plans and guidelines
- Development of food and beverage sales and operations team (16).
- Cultivated and maintained relationships with convention association, local civic and corporate clientele
- Established food and beverage operation training standards
- Coordinated total asset management initiative to maximize revenues
- Exceeded 1<sup>st</sup> and 2<sup>nd</sup> year sales revenue goals by \$400,000.00
- Managed all departmental resources with budgeted guidelines
- Implemented the development of company eco-friendly standards
- Actively participated in local tourism and hospitality industry organizations
- Delegated all aspects of large scale meetings and trade show logistics
- Formulated promotional materials and signage for all in-house and trade show events
- Analyzed and managed budget for food and beverage department

XYZ San Diego XYZ Hotel

2003-2005

***Catering & Conference Services Manager-City, State***

Responsibilities included management of catering and convention services team for North County hotel.

- Assigned all duties to sales and operation team responsible for the successful execution of food and beverage events
- Monitored all goals and objectives for catering sales and operations teams emphasizing customer satisfaction and account retention
- Achieved and exceeded food and beverage goals by \$100,000.00
- Participated with city and local corporate officials to promote on premise and off-site events

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XYZ HOTEL, INC.

2001 - 2003

*Director of Special Events, San Diego and Los Angeles – City, State*

Selected to direct the opening of industry leading entertainment and restaurant corporation to local corporate and convention community with ongoing responsibility for business development, special events and marketing efforts. Position entails management of sales managers, sales assistants, concierges and coordinators and coordination of all event details.

- Established the company's local file management and sales and marketing plan, positioning the company for success
- Arranged and negotiated agreements with city officials and local organizations to maximizing the exposure and brand recognition of club venue and concert amphitheater
- Secured over \$4 million in commitments for business prior to venue opening
- Produced off-site food and beverage concert events for corporate and social clientele
- Evaluated all training of sales and operations team to ensure profitable special events; exemplary performance in team development was recognized with assignment to the Chicago and Las Vegas and Los Angeles venues to hire and train new sales managers
- Organized all trade show logistics for strategic visibility

XYZ CONFERENCE CENTER

1996 - 2001

*Center Sales and Event Services Manager – City, State*

Challenged by San Diego County's only multi-purpose cultural arts center to direct the full service conference center food and beverage departments, executing all conferences, conventions and catering operations. Responsibilities encompassed budget preparation; management of a sales culinary and banquet and staff in addition to forecasting and monthly profit and loss reporting.

- Supervised a 33% increase in sales and 12% decrease in food costs by enhancing solicitation efforts and renegotiating all contracts with vendors
- Successfully executed county events for 1200 guests utilizing all five campus buildings
- Raised center visibility and secured long-term business by utilizing past success to bring large scale, prominent events to the center.
- Developed and supervised culinary and food and beverage operations staff of 45 full time employees
- Oversee and review the development and retention of all major client accounts

**EDUCATION**

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XYZ COLLEGE

*City, State*

*Bachelor of Science in Marketing and Communications*