Jessica Johnston

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| Qualifications Summary | Sales and Marketing leadership including event planning and design, 10+ years of experience as a Lead General Manager at Marriott and Hilton Hotels, cultivating strong teams to oversee revenue of up to $7.5M annually. Strong visionary with high aptitude in team growth and relationship management. |
| Professional Achievements | Sales & New Account Development* Regularly achieved sales in excess of 20% over annual budget
* Negotiated several new accounts for significant revenue gains
* Restructured sales department to optimize sales efforts and time in territory
* Trained and mentored several sales members resulting in their promotion
* Uncovered and cultivated saturation opportunities with existing clients
* Planned and managed sales “blitz” events to drive lead generation

Marketing* Planned and executed several grand re-opening and inaugural events
* Developed and launched rebranding campaign for catering company
* Created and executed social media marketing strategy
* Cultivated relationships at the highest level of brand management team
* Developed multi-channel marketing plan and supporting materials
* Monitored success of marketing initiatives across multiple channels

Client Relations/Retention* Successfully drove increase in client satisfaction to top 15% in brand
* Saturated existing accounts to obtain 100% of their travel business
* Achieved status of “trusted advisor” to top account decision makers
* Nominated to several community-based industry board positions
* Rebooked 100% of top account business

Project Management* Developed sales accountability program for sales group
* Developed and administered sales incentive program
* Lead continuous improvement programs for operations teams
* Oversaw 2 multi-million dollar renovations
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| Skills |

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| * Employee Coaching/Development
* Revenue Management
* Vendor negotiations/relations
* Budgeting
 | * P & L analysis
* Market share analysis
* Change management
* Quality Assurance Audits
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| Work History | Sales Project Mgr Holy City Brewing, N Charleston 9/2022- 2/2023Director of Sales Pinstripes, Northbrook IL 2/2019-11/2019 |
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| Director of Sales & Marketing | Eleganté Cuisine &Metropolis Ballroom |  8/2017-2/2019 |
| Sales Representative | Morgan Services, Chicago IL |  2/2017-8/2017 |
| Lead General Manager | TMI Hospitality, Fargo ND | 1/2014 – 2/2017 |
| Instructor | ICPI , Chicago IL | 7/2013 - 1/2014 |
| General Manager | FHG, Rosemont IL | 8/2010 - 7/2013 |
| General Manager | White Lodging Services | 2/2008 - 8/2010 |
| Assistant GM | Tharaldson Lodging (TMI) | 6/2003 – 2/2008 |
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| Education |

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| B.S. Psychology | Millikin University, Decatur IL  |  2005 |

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| References | References are available on request. |