Jessica Johnston

310 Seaport Lane, Unit 2114 Mount Pleasant, SC 29464 630-430-1897 jezzr@aol.com

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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 |
| Skills | |  |  | | --- | --- | |  |  | | * Employee Coaching/Development * Revenue Management * Vendor negotiations/relations * Budgeting | * P & L analysis * Market share analysis * Change management * Quality Assurance Audits | |
| Work History | Sales Project Mgr Holy City Brewing, N Charleston 9/2022- 2/2023  Director of Sales Pinstripes, Northbrook IL 2/2019-11/2019 |
|  | |  |  |  | | --- | --- | --- | | 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 | |  |  |  | |
| Education | |  |  |  | | --- | --- | --- | | B.S. Psychology | Millikin University, Decatur IL | 2005 | |
| References | References are available on request. |