

Tools for Transition Sample Resume

SENIOR MARKETING EXECUTIVE**Nonprofit | Philanthropic | Community Services | Hospitality**

Accomplished and innovative business and community leader who is committed to creating change in a community so it is a better place to live and work. Brings extensive expertise in finding a clear vision, developing a strategic plan, and providing financial management and organizational leadership. Enlists the support of elected and appointed public officials, community and business leaders, and active volunteers. Examples of achievements include:

- **Led fundraising efforts in *Confidential City* that raised \$4.1M with 4 events.**
NAACP and U.S. Hispanic Chamber of Commerce National Conventions (2005)
Fresh Coast Basketball Classic - a start-up Historic Black College basketball tournament (2007 & 2008)
“Sustaining the Future: A Social Responsibility Event (2009)
- **Collaborated in 3 separate strategic alliances to enhance *Confidential City's* image.**
Confidential City Cultural Alliance (arts and culture)
Confidential City Green Initiative (environment)
American Society for Quality (social responsibility)
- **Recognition.**
Received “Instrument of Peace Award” by the National Association for the Advancement of Colored People for raising \$1.5M to put on the 2005 NAACP Annual Convention.

Provided leadership for one of the first 6 convention and visitor bureaus in the U.S. to receive Accreditation Certification from Destination Marketing Association International (2007).

AREAS OF EXPERTISE

Branding ~ Budget Management ~ Business / Sales Plans ~ Community Outreach Programs
Conventions / Visitor Bureaus ~ Corporate Membership Programs ~ Financial Management
Hospitality / Hotel Management ~ Local / National Partnerships ~ Public / Private Fundraising
Staff Management ~ Strategic Planning ~ Team Leadership ~ Volunteer Management

PROFESSIONAL BACKGROUND

VISIT *Confidential City* (Formerly Convention & Visitors Bureau) 2001 – 2009
Official destination marketing organization (501(c)6 for *Confidential City*, providing leadership role in attracting conventions and branding *Confidential City* as a premier travel destination.

President & CEO**Consultant, September 2009 – Present**

Led staff of 37 full-time, 8 part-time and 300 volunteers. Oversaw development and execution of strategic marketing and business plans with operating budget of \$7M. Established VISIT *Confidential City* as a contributing and collaborative organization in both local and regional communities. Provided vision of the organization for the Board of Directors (40), staff, community leaders, and elected city and county officials.

- Improved hotel occupancy from 58.4% in 2002 to 63.4% in 2008 (+9% increase). Increased hotel room revenues by 35% from 2002 to 2008.
- Increased VISIT *Confidential City* revenues into city's convention center from \$3.7M in 2002 to \$5.3M in 2008 (+ 43% increase).

VISIT Confidential City, President & CEO (Continued)

- Increased annual operating revenues from \$6.2M in 2002 to \$7.0M in 2008 (+13% increase).
- Created local corporate membership program to create local support for tourism. Now 32 members strong and generating an additional \$380K annually for the organization.
- Maintained membership of over 625 hospitality partners with satisfaction average approval rating of 88% over past 7 years .
- Instrumental in getting film incentives passed through state legislation. Assisted in formation of a public/private funded nonprofit to attract film and video industry.

Confidential City, CA

1997 – 2000

The official destination organization, a 501(c)6, for *Confidential City* for metro area as a destination for convention and leisure travel.

Vice President of Sales

Led convention sales and services division staff of 22 employees, including satellite offices in Washington, D.C. and Chicago. Oversaw creation and execution of strategic marketing plans and operating budget of \$2.3M. Interfaced with key stakeholders including Board of Directors, hotel General Managers, and Directors of Sales and Marketing.

- Assisted in successful campaign effort to pass a \$160M revenue bond financing proposition to expand the city's convention center.

Confidential Hotel, San Francisco, CA

1994 – 1997

685-room premier hotel.

Director of Sales & Marketing

Oversaw all sales and marketing activities including developing and implementing division marketing plan for advertising all convention and leisure sales. Hired, trained, and motivated all sales managers.

Confidential Hotel Group, San Francisco, CA

1991 – 1993

Hotel group with 4 properties in the United States

Director of Marketing

Handled sales and marketing activities including development of standardized systems, advertising, sales and incentive plans used by all company properties. Conducted audits for sales and marketing operations of potential new hotel acquisitions.

BOARD MEMBERSHIPS – CURRENT OR RECENT

Governor's Council on Tourism ~ State Association of Convention & Visitor Bureaus

Destination Marketing Association International Foundation

Confidential City Hotel & Motel Association ~ *Confidential City* Downtown Business Improvement District

EDUCATION

Santa Clara University, California
Bachelors Degree, Business Administration