

JENNIFER ROBBINS
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Summary:

Communications specialist with a dedicated focus on media and business entertainment, corporate relations, hospitality relations, and account coordination.

PROFESSIONAL EXPERIENCE

Director of Sales

Hyatt Place Richmond/Chester, VA April 2011-June 2011

Handled the day to day sales for limited service hotel, maintained existing relationships with current customers, conducted fact finding meetings, gave tours of property, helped coordinate meetings, prepared sales data for weekly meetings, and supervised small front desk staff.

- During short time there organized client files and sales office
- Booked top client meetings with Smurfit Stone and DuPont
- Restored client/customer base

Outside Sales Manager

Westin Richmond Hotel, Richmond, VA November 2009-January 2011

Spearheaded new business development for Four Diamond, Full Service property, ambassador for hotel, solicited new accounts on a daily basis, conducted fact finding meetings, property tours, represented hotel at tradeshow and meetings, produced contracts, and weekly reports.

- Won 20 new accounts ranging from government group to large association group
- Set up numerous LNR's (Local Negotiated Rate) with local prominent companies such as Home Depot, Boleman Law, Dominion Power, and Smartbox
- Generated over 20 leads for catering department with a 20% capture rate

Sales Manager

Quality Inn West End, Richmond, VA June 2008-October 2009

Handled day to day Corporate, SMERF (Sports, Military, Education, Religious, Fraternal) markets, and Leisure group sales for limited service property. Maintained current base of clients, conducted fact finding meetings, represented property at local meetings and organizations, produced daily and weekly sales reports and contributed to yearly marketing plan.

- Maintained important client relationship with Outerzone Sports
- Handled numerous client situations with a positive outcome
- Received *Integrity Sales Training* certificate from corporate company

Tradeshow Coordinator/Account Manager Campus Market

Mapcom Systems, Richmond, VA August 2005-July 2007

Coordinated and managed tradeshow logistics for mapping software company specializing in GIS software. Researched new tradeshows and maintained current tradeshow schedule and secured sponsorship opportunities, and speaking engagements at shows. Represented company at tradeshows across the country.

- Coordinated logistics, booth pipe and drape for over 80 tradeshows
- Set high level sales appointments across the country for Account Managers
- Helped grow new campus customer base

Account Manager

Duboy Advertising Agency, Richmond, VA February 2004-December 2004

Assisted with sales for automotive advertising agency, made sales pitches daily by phone, assisted with media schedules, press releases, handled mailings to clients, produced voice over's for commercials.

- Arranged top appointments for account managers
- Helped grow customer base by 20%

Marketing Account Manager

Advante Advertising Agency, Richmond, VA October 2001-May 2003

New business development for advertising agency, handled day to day sales and consultation for agency, built and maintained client relationships, conducted fact finding meetings, handled communication between client and agency.

- Won 17 new accounts ranging from chemical company to trendy restaurant

EDUCATION

Mary Baldwin College, BA Communications with an emphasis in Broadcasting 1991

University of Richmond Continuing Studies in Interior Design 2011

Starwood Training November 2009

Integrity Sales Training for Sunburst Hospitality January 2009

Hotel Sales Certificate –*Aprinda Hotel and Resort Training* May 2008

COMPUTER SKILLS

- Proficiency in Word, Excel, Power Point, Outlook Express
- Publisher, Photoshop, and basic web design skills
- Delphi, STS, ACT, Knowland Group, Profit Manager, WinPM
- Solid internet and research skills
- Social media platforms, Facebook, Twitter, blogging, and LinkedIn

ADDITIONAL EXPERIENCE

Freelance sales for advertising agency BS Ideas, August 2007-June 2008

Sales Associate Nordstrom Department Store February 2005-August 2005

Volunteer Henrico Doctor's Hospital Marketing Department December 2003-February 2004