

# Janea Gafford

Hotel Sales Manager

## Profile

Results-driven Hotel Sales Manager with 2 years of experience in driving revenue growth, building strategic partnerships, and delivering exceptional customer experiences. Proficient in identifying target markets, executing sales plans, and managing key accounts. Adept at leading cross-functional teams and fostering a collaborative environment to meet and exceed organizational goals. Committed to enhancing brand visibility and maximizing profitability in the competitive hospitality industry.

## Employment History

### Hotel Sales Manager at The Ritz-Carlton, Boston, MA

May 2023 - Present

- Successfully negotiated and secured a high-profile, multi-year contract with a Fortune 500 company for their annual corporate events, resulting in over \$1.5 million in revenue for the hotel.
- Exceeded annual sales targets by 25% in 2019, generating \$3.75 million in total revenue for the hotel and contributing to a record-breaking year for The Ritz-Carlton, Boston.
- Implemented innovative sales strategies that led to a 35% increase in group bookings for 2020, resulting in an additional \$2 million in revenue and significantly improving room occupancy rates.

### Assistant Hotel Sales Manager at Four Seasons Hotel Boston, MA

Sep 2021 - Apr 2023

- Increased annual group bookings by 20% in 2019, generating an additional \$1 million in revenue for the hotel, through strategic targeting of new clients and building strong relationships with existing clients.
- Developed and implemented a successful sales strategy that resulted in a 15% increase in corporate bookings, contributing to a 10% overall increase in hotel occupancy during the 2018 fiscal year.
- Successfully negotiated contracts with five major event organizers, securing over 2,000 room nights and bringing in \$500,000 in additional revenue for the hotel in 2019.
- Collaborated with the marketing team to create and launch a targeted social media campaign, which led to a 25% increase in wedding bookings for the 2020 season, generating an additional \$300,000 in revenue.

## Education

### Bachelor of Business Administration in Hospitality Management at Boston University, MA

Aug 2017 - May 2021

Relevant Coursework: Hospitality Operations Management, Food and Beverage Management, Accommodation Management, Event Planning, Marketing and Sales, Human Resources Management, Financial Management, Customer Service, and Tourism Management.

## Details

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## Links

[linkedin.com/in/janeagafford](https://www.linkedin.com/in/janeagafford)

## Skills

Negotiation

Networking

CRM (Customer Relationship Management)

Revenue Management

Market Analysis

Event Planning

Social Media Marketing

## Languages

English

Dutch

## Hobbies

Gardening

Photography

Cooking or baking