EMMA JOHNSON

Event Sales Manager

- ✉ e.johnson@email.com
- 📞 (123) 456-7890
- 📍 Indianapolis, IN
- 🔗 LinkedIn

EDUCATION

Bachelor of Science

Hospitality and Tourism Management

Purdue University

- 📅 2013 - 2017
- 📍 West Lafayette, IN

SKILLS

- Pipedrive
- Whova
- Trello
- Mailchimp
- Buffer
- Zoom
- SurveyMonkey
- DocuSign
- Xero
- Marketo

WORK EXPERIENCE

Event Sales Manager

JW Marriott Indianapolis

📅 2023 - current   📍 Indianapolis, IN

- Supervised a sales pipeline through Pipedrive, tracking over 153 event leads per month and increasing event bookings year-over-year by 17%
- Led marketing initiatives using Marketo, automating personalized email campaigns and boosting event inquiries by 22% over six months
- Overhauled event registration processes with Whova, reducing attendee check-in time by 28 minutes and improving the guest experience
- Monitored event-related communication through Mailchimp, **surging email open rates by 29% and driving $83K in new bookings**

Event Marketing Coordinator

Visit Indy

📅 2019 - 2023   📍 Indianapolis, IN

- Organized over 188 events per year with Trello, streamlining project timelines and resource allocation and thus saving 42 work hours per quarter
- Managed promotional campaigns using Buffer, scheduling content and increasing social media engagement by 39% within three months
- Designed landing pages through Mailchimp, **driving a $52,084 revenue boost from digital registrations over six months**
- Analyzed attendee feedback via SurveyMonkey, using insights to refine event agendas and bump up satisfaction scores by 21%

Hospitality Assistant

White Lodging Services

📅 2017 - 2019   📍 Merrillville, IN

- Facilitated cross-departmental communication using Zoom, **bolstering coordination between six teams and boosting event delivery efficiency by 28%**
- Processed event contracts and agreements through DocuSign, shortening contract turnaround times by three days on average
- Cataloged over 427 guest preferences in Pipedrive, helping tailor services and increasing repeat guest bookings by 22%
- Upgraded room service management with Xero, optimizing expense tracking and reducing service delivery costs by $7,938 per year