

# Emily Johnson

## Hotel Group Sales Manager

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New York, NY

[LinkedIn](#)

### WORK EXPERIENCE

#### Loews Regency New York Hotel

Hotel Group Sales Manager

New York, NY | 2022 - current

- Managed a portfolio of 52+ corporate accounts using Oracle CRM, **increasing annual sales by \$274K through effective lead nurturing and sales forecasting**
- Spearheaded the optimization of room pricing strategies with RevPar Guru, increasing the average room rate by \$39 per night during peak seasons
- Supervised the seamless integration of Protel for reservations, improving client onboarding and reducing booking discrepancies by 22%
- Expanded cross-channel sales initiatives using SiteMinder to manage bookings across five OTAs, increasing group bookings by 13%

#### Hyatt Centric Times Square

Banquet Coordinator

New York, NY | 2019 - 2022

- Designed multi-channel marketing campaigns through Marketo, **generating 160+ new leads and \$122,064 in group bookings during an off-peak period**
- Coordinated event schedules for over 126 corporate and social events per year using Protel, achieving a 97% satisfaction rate based on post-event feedback forms
- Initiated the adoption of Eventbrite for seamless guest ticketing and registration, reducing event check-in times by 11 minutes on average for large-scale events
- Processed client contracts and payments using Booking.com's secure system for out-of-town events, boosting transaction speed by 48%

#### Marriott Marquis Times Square

Receptionist

New York, NY | 2015 - 2019

- Systematized team communication via Slack, streamlining collaboration with eight internal departments and reducing response time to client inquiries by one hour
- Facilitated guest communication through Booking.com, which **saw response time reduce by eight minutes on average and satisfaction rating rise to 8.4/10**
- Developed visual dashboards in Tableau tracking event KPIs, reducing data entry time for post-event reporting by 54%
- Led the implementation of SiteMinder to manage direct bookings, reducing the average manual booking entry time by four hours per week

### SKILLS

- Oracle CRM
- Protel
- RevPar Guru
- Booking.com
- Marketo
- Eventbrite
- Tableau
- SiteMinder
- Slack
- Asana

### EDUCATION

#### Bachelor of Science Hotel Administration

Cornell University

2011 - 2015

Ithaca, NY