

JENNIFER WILKIE

Marketing and Sales Professional

PERSONAL PROFILE

A highly competitive and driven individual with over 8 years of experience in the hospitality and event industry. Committed to success, hard work, and efficiency. Extremely organized and detail-oriented with expertise in customer service and a passion for marketing and sales. Known for the ability to manage, connect with others, and excel under pressure. Excellent oral and written communication skills.

CONTACT DETAILS

1161 Campanelli Drive, Plantation, FL 33322
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EDUCATION

Florida International University

Miami, FL - December 2016

- Bachelor's of Business Administration: Marketing
- Sales & Customer Relationship Management (CRM) Certificate
- GPA: 3.76, Dean's List

PROFESSIONAL EXPERIENCE

Account Manager | November 2018-February 2020

Hello! Destination Management Company | Hollywood, FL

- Assist Sales Executives with conducting site visits, client/hotel pre-conference meetings, and managing transportation and field staff
- Review, confirm, and sign off on all vendor contracts
- Generate Service Agreement Addendums for clients
- Manage and operate on-site for any themed events, transportation moves, tours, meetings, off-property events, etc.
- Finalize and update costing sheets, reconcile vendor invoices, create preliminary invoices, and finalize file for Billing department

Creative Associate Producer | March 2018-Nov 2018

Hello! Destination Management Company | Hollywood, FL

- Research and acquire new product offerings
- Negotiate payment terms with creative vendors
- Organize and maintain supplier data to include contact information, insurance, and payment terms
- Develop and maintain sales tools available to the team
- Participate in industry affiliations to establish professional connections with industry partners and external vendors

Sales Coordinator | September 2017-March 2018

Hello! Destination Management Company | Hollywood, FL

- Assist Sales Executives with generating proposals, client contracts, and invoices
- Communicate daily with suppliers to confirm inventory, availability, pricing, and terms/conditions
- Produce detailed cost sheets, quotation of services, service agreements, and deposit billing invoices

PROFESSIONAL EXPERIENCE

Event Manager | January 2016-October 2017

Johnny Rockets Sports Bar & Gameroom | Sunrise, FL

- Execute corporate functions for companies such as American Express, FedEx, and Motorola
- Strategically sell event packages during face-to-face sales calls
- Impact company performance revenue through a 25% increase in Event Sales in 2016
- Responsible for training and managing new and current event hosts

Sales Apprentice | November 2016-February 2017

Automatic Data Processing (ADP) | Fort Lauderdale, FL

- Cold calling existing and potential clients to discuss ADP's offerings
- Generate proposals and client contracts, including collecting all necessary financial paperwork
- Strategically sell payroll packages during face-to-face sales calls
- Build relationships with bank partners, CPAs, and existing clients

Restaurant Manager | October 2013-January 2016

Johnny Rockets Sports Bar & Gameroom | Sunrise, FL

- Responsible for training and managing new and current employees
- Maintain appropriate payroll labor percentage during shifts
- Manage shifts up to \$15,000 in revenue with a team of 50 employees, tending 4,000 guests per day
- Responsible for ensuring accuracy of money count for deposits and contents of safe

Server Trainer & Bartender | June 2012-October 2013

Johnny Rockets Sports Bar & Gameroom | Sunrise, FL

- Leading the team in upselling and suggestive selling of products
- Certified with federal regulations with regards to the sale and distribution of alcohol
- Leading and upholding company standards to meet training needs

ACCOMPLISHMENTS

- International Live Events Association (ILEA) South Florida Board Member 2019
- Student Government Board Member 2011
- Student Athlete Award 2011 and 2012
- Varsity Volleyball Head Captain 2010, 2011, and 2012

PERSONALITY HIGHLIGHTS

- Friendly demeanor
- Strong communication and interpersonal skills
- Fast learner
- Works well with deadlines
- Motivated and dedicated
- Neat and well-organized
- Motivated by problem solving
- Independent worker