

# Vanessa Cole

Hotel Sales Manager | Group & Corporate Sales, Revenue Growth

San Diego, CA | (619) 555-0176 | [vanessa.cole@email.com](mailto:vanessa.cole@email.com) | [linkedin.com/in/vanessacole-sales](https://www.linkedin.com/in/vanessacole-sales)



## SUMMARY

Hotel Sales Manager with 3.5 years of experience selling group, corporate, and meetings business for a 420-room resort. Booked \$5.1M in annual group revenue, exceeded sales goals by 16%, and grew corporate accounts by 28%. Skilled in prospecting, negotiation, contracts, and CRM management.

## SKILLS

**Sales:** Group & Corporate Sales, Meetings & Events, Account Management, Prospecting & Lead Generation, Contract Negotiation, RFP Responses, Site Inspections, Upselling

**Revenue:** Forecasting, Pace Reports, Rate Strategy, Revenue Management Partnership, Pipeline Management, Group Pickup

**Systems:** Salesforce, Delphi.fdc, Cvent, Opera Sales & Catering, Microsoft 365, Excel

## EXPERIENCE

### Hotel Sales Manager

Jan 2024 – Present

#### Pacific Bay Resort & Spa — San Diego, CA

- Manage a \$5.1M annual group and corporate sales portfolio for a 420-room resort with 40,000 sq ft of meeting space.
- Exceeded annual revenue goal by 16% and grew corporate account production by 28% through targeted outreach and account plans.
- Closed 85+ group contracts and responded to 300+ RFPs with a 31% conversion rate.
- Hosted 60+ site inspections and partnered with Revenue and Operations to optimize rate, space, and pickup.
- Maintain 120 active accounts in Salesforce and report weekly pipeline and forecast.

### Sales Coordinator / Sales Executive

Jul 2022 – Dec 2023

#### Harborfront Hotel Collection — San Diego, CA

- Booked \$1.8M in new group business in the first year as a sales executive.
- Built a prospect database of 600 companies and secured 14 new corporate accounts.
- Prepared contracts, banquet event orders, and proposals for 200+ events.

## HIGHLIGHTS

Top Sales Performer 2024; president's club award; active member of HSMAI San Diego chapter.

## EDUCATION

### Bachelor of Business Administration, Marketing

San Diego State University — San Diego, CA  
2022 | GPA 3.5

## CERTIFICATIONS

- Certified Hospitality Sales Professional (CHSP) — in progress
- HSMAI Digital Marketing Certificate
- Salesforce Administrator Fundamentals