

## **Gina Marie Hartl**

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Cell Phone: (920) 362-0860

***Thank you for your kind consideration of my resume. I do hope to have the opportunity to bring forth my ability to increase revenues, promote a positive team spirit, brainstorm solutions, and actively support the growth of your organization.***

### **Career Choices**

October 2005 – Present

#### **Group Sales Manager, Landmark Resort & Conference Center, Egg Harbor, Wisconsin**

I had been contacted and offered a return position as Group Sales Manager at the Landmark Resort. I again solicit corporate, medical, and insurance organizations plus association organizations to confirm group business. My duties include researching potential clients via the internet and contacting the appropriate person to discuss their events, arranging face-to-face appointments with potential clients, confirming all on-site and off-site group activities throughout Door County, coordinating all group changes, detailing food and beverage arrangements and conducting site tours of the property. Researching potential business is my specialty!

January 2003 – October 2005

#### **Group Sales Manager, Marketing Coordinator, Tundra Lodge Resort & Waterpark, Green Bay, Wisconsin**

I was accountable for all marketing aspects of the Tundra Lodge. This encompassed all forms of print media, radio broadcast, television, and statewide promotions through cooperative opportunities. I also created value added packages by developing cross-promotional partnerships with various local attractions. One of my passions was to develop a database-driven dynamic website that could be adjusted in real time. I was also the account representative for our largest account, Packer Fan Tours.

July 2001 – January 2003

#### **Director of Sales & Marketing, Garot Hospitality / Country Inn & Suites & Microtel Inn & Suites, Green Bay, Wisconsin**

Responsible for all group sales, corporate accounts and the marketing and promotion of both properties. My core duties included solicitation of corporations to establish new accounts, customer support of existing accounts and designing and promoting the advertising plan within budget. I also designed and priced out all printed advertising materials.

December 2000 – July 2001

#### **Respite Care Provider, Specialized Services, Department of Community Programs, S.M.I.L.E! Coordinator, Sturgeon Bay, Wisconsin**

I provided respite, social, and activities of daily living assistance to five developmentally disabled adults in the Door County community. I also developed a new social program called S.M.I.L.E! or (S)ocial, (M)entoring, (I)ndependence, (L)ife, (E)ducation. The S.M.I.L.E! program involved a monthly gathering called Chat Room, a parent support group, movie night, a group called Thrill Seekers Adventure, and Sunday Brunch.

June 1994 – November 2000

#### **Group Sales Manager, Landmark Resort & Conference Center, Egg Harbor, Wisconsin**

In this position I solicited corporate, medical, and insurance organizations to confirm group business. My duties included outside sales calls, arranging all on-site and off-site group activities, coordinating all group changes, detailing food and beverage arrangements and conducting site tours. General office organization is my forte'.

February 1992 – June 1994

**Conference Service Manager/Group Sales Manager, Hyatt Suites / Omni Hotel, Chicago, Illinois**

I assisted our clients in planning every detail of their event experience. I developed several new reports to analyze group information and marketing targets. I also established volume accounts with corporations based upon production to build a strong customer base. I maintained many reports for corporate headquarters. The Omni Franchise purchased the hotel from Hyatt and I was promoted to Group Sales Manager for the Association market.

**Other Organizations Served**

**Greater Green Bay Lodging Association**

I had served on the Greater Green Bay Lodging Association Board in the past and held an active role in the weekly Marketing Committee.

**Blue Chip Hospitality Program**

I had adopted the Blue Chip Program (an educational program offered through N.W.T.C.) to promote classes available for further education in the hospitality industry.

**Big Brothers / Big Sisters of Door County**

I had started and then served as the President of the local Chapter of Big Brothers/Big Sisters of Door County for one year.

**Education**

**Carlson Signature Sales Manager Training Course – September 2002**

One week of extensive Sales training at the Carlson Hospitality corporate headquartered in Minnesota.

**Echols Travel Training Course – November 1984**

Completed 3000 hours of training for airline, hotel, resort, and tour operation.

**Graduation – Streator High School – 1984**

**References**

**Mrs. Louise Franda** – Mrs. Franda and I work together at the Landmark Resort as Sales Managers. Louise can attest for my work ethic, ability to work as a team and willingness to accept responsibility for the duties assigned.

Cell Phone: (920) 559-1136.

**Mrs. Nancy Schnable** – Mrs. Schnable and I worked together at the Tundra Lodge Resort. Nancy can attest for my ability to increase revenues by strategically planning all aspects of marketing and designing spreadsheets to stay in control of the budget for each marketing venue – print, radio, magazine, etc.

Cell Phone: (507) 272-2729.

*Further references available upon request.*