

Melanie Robinson

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Professional Profile

- Dedicated professional with a strong commitment to excellent customer service
- Sociable and energetic individual with strong organization, communication and interpersonal skills
- Confident team player; demonstrated record of exceptional reliability and positive work ethic
- Self-motivated and cooperative; enjoy trying new things and gaining new experiences and ideas

Experience

Sales Manager

Marcus Corporation (Hilton and Sheraton Madison), Madison, WI

May 2010 to Feb 2011

Best Western Inn on the Park, Madison, WI

May 2005 – December 2007

Sheraton Madison Hotel, Madison, WI

January 2004 – May 2005

- Developed and implemented sales strategies to maximize the generation of hotel sales
- Cultivated and maintained relationships with key clients, officials and representatives of local community groups and companies to promote additional and repeat business
- Performed telemarketing calls and outside sales calls to solicit business from new and existing clients; represented the hotel at conventions and trade shows to promote new business and increase sales
- Prepared and presented effective sales proposals and performed property site tours for prospective clients; negotiated and generated sales contracts to achieve maximum profit potential while satisfying client needs
- Completed sales administrative duties such as completion of weekly/monthly/quarterly sales activity reports and maintenance of sales/trace files and account histories; involved in the design, creation and distribution of marketing and advertising materials
- Responsible for operation of all hotel departments during manager on duty shifts

Professional Accomplishments with Marcus Corporation

- Met or exceeded sales goals set by management every quarter during my employment

Corporate Travel Department Manager

Air Wisconsin Airlines Corporation, Appleton, WI

December 2007 – April 2010

- Responsible for sourcing all guest room, meeting space and transportation requirements; company has approximately 2,800 employees
- Negotiated, composed and maintained agreements with hotels for flight crew and corporate employee accommodations
- Established and maintained car rental contracts for company discounts and billing
- Maintained and managed a departmental budget of over \$6 million
- Responsible for booking all crew hotel accommodations equaling approximately 60,000 annual scheduled crew rooms
- Communicated information regarding hotel and car rental agreements to all departments for business and employee use
- Performed audits of employee expense reports and direct bill invoices from hotels for accuracy and travel policy compliance
- Responsible for administration of the Employee Travel Department's website content on the company portal (SharePoint)
- Developed and maintained the Corporate Travel Department Business Continuity Plan
- Documented, investigated and tracked hotel issues; provided feedback and follow-up to hotels and employees
- Improved communication and fostered excellent working relationship with the flight attendant and pilot union Hotel Committee including organizing hotel site visits to determine adequacy of hotel properties in meeting company amenity standards
- Cultivated and strengthened partnerships with hotel management and sales representatives
- Managed, reviewed and provided direction for the Corporate Travel Specialist position
- Responsible for setting and meeting performance management goals supporting company goals and initiatives

Professional Accomplishments with Air Wisconsin Airlines Corporation

In alignment with Air Wisconsin company initiatives, my department was continually seeking all opportunities to reduce costs and increase value for the company and employees. Listed below are some of the projects we completed.

- Achieved a total of \$375,000 budget savings on hotel rates in 2008 and 2009
- Completed a rigorous RFP process to partner with a supplier to assist with lodging & travel management services maximizing the quality of our accommodations while simultaneously reducing costs and increasing operational efficiency
- Increased the consistency, accuracy and efficiency of my department's budget variance explanation process by creating a variance explanation worksheet to automate the calculations
- Reduced the administrative time and effort required to approve employee travel related expense reports by adjusting the expense reporting system's input fields allowing for more accurate information to be provided by employees
- Improved the billing and accruals process by creating an online form to provide better visibility and tracking of irregular operations volume and invoices
- Developed and documented hotel, meeting space and procurement policies and procedures providing a consistent methodology to negotiate agreements driving the best value for the company while meeting each department's requirements
- Improved the consistency and accuracy of the hotel site inspection process by designing a new site inspection form and creating a site inspection tracking list on the company portal
- Provided better visibility of hotel and transportation agreements for all employee groups to improve their efficiency by improving and reorganizing the Detailed Hotel List content on the company portal
- Restructured the hotel sourcing process to provide a more organized and efficient property comparison
- Increased value for the company and employees by setting up company discount programs for employee business and leisure travel with most major hotel chains
- Improved the customer service provided by our hotel partners to our employees by revising the crew room accommodations agreement and hotel implementation process

Professional Affiliations

Meeting Professionals International – Wisconsin Chapter
MAGNET - Madison Area Growth Network
WSAE - Wisconsin Society of Association Executives

Education

University of Wisconsin-Stout
B.S. Hotel, Restaurant, and Tourism Management

Menomonie, WI
Magna Cum Laude, 2002

Computer Skills

Microsoft Power Point, Excel, Word, Outlook and SharePoint
Delphi
MSI Property Management Software - WIN PM
OnBase
ShowCase Query
RoadRunr-AS400
Sabre CrewTrac