
Melanie Robinson

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Passionate Sales Management Professional

A versatile and creative professional combines 10 years of hospitality & toy industry sales with 2.5 years of airline corporate travel management to effectively match customers with optimal products and services to meet their specific needs. Ability to maintain exceptional client relations to increase repeat and referral business. Known for outstanding interpersonal, time management and organization skills.

Professional Experience

Sales Manager

Geotoys, 2013–Present

- Manage house accounts and 80 independent sales reps for the company (\$800k in annual sales)
- Responsible for CRM of existing customers and all new sales leads from initiation to follow-up and throughout customer acquisition and maintenance
- Maintain all databases of sales reps, product specs and customers (Salesforce, Constant Contact, Excel)
- Establish social media marketing campaigns, responsible for \$100k in incremental sales and 5000+ new Facebook fans
- Design sales materials and create sales presentations for the company president
- Represent Geotoys at industry tradeshow (New York Toy Fair, ASTRA)

Sales Manager

Heidel House Resort & Spa, 2011–2012

Marcus Corporation (Hilton Monona Terrace and Sheraton), 2010–2011

Best Western Inn on the Park, 2005–2007

Sheraton Madison Hotel, 2004–2005

- Established sales strategies to maximize the generation of group room and event revenues
- Cultivated positive client relationships to promote repeat and referral group business
- Orchestrated effective sales proposals, conducted property tours and negotiated contracts
- Operated as liaison between the contracted group and all hotel operational departments
- Maintained MPI and WSAE memberships, represented at professional trade & civic organization events
- Responsible for management and operation of all hotel departments during manager on duty shifts

Corporate Travel Department Manager

Air Wisconsin Airlines Corporation, 2007–2010

- Sourced and negotiated contracts for all guest room, meeting space and transportation requirements
- Managed a departmental budget of over \$6M; Achieved savings of \$375k in 2008 and 2009
- Provided direction and motivation for the Corporate Travel Specialist position
- Delegated the booking of all crew hotel accommodations equaling 60,000 annual room nights
- Transformed my department's website (SharePoint) and Business Continuity Plan (LDRPS)
- Fostered excellent working relationship with the union Hotel Committee & hotel partners
- Spearheaded a rigorous RFP process to partner with a lodging & travel management supplier, reducing costs and increasing operational efficiency; Implemented new systems and processes companywide
- Developed and implemented all Corporate Travel procurement policies, processes and procedures
 - Overhauled the hotel sourcing and site inspection process to provide a more organized and efficient property comparison, provided a consistent methodology to negotiate agreements
 - Elevated the customer service provided by our hotel partners by revising the crew room accommodations agreement and streamlining the hotel implementation process
 - Enhanced visibility and communication of corporate travel information to all employees
 - Improved consistency, accuracy and efficiency of my department's budget process
 - Reduced administrative time and effort required to approve employee travel related expenses
 - Modified the billing and accruals process to provide better visibility and tracking

Education

UW-Stout, B.S. Hotel, Restaurant and Tourism Management, Magna Cum Laude 2002

Computer Skills

MS: Power Point, Excel, Word and SharePoint. CRM: Salesforce & Delphi. Other: CrewTrac, LDRPS.