

Allison Rocca

702 Lorillard Court, #E209

Madison, WI 53703

allison.rocca@yahoo.com

507-363-6488

CAREER SUMMARY

Result oriented professional with proven multi-dimensional experience in event and meeting management, trade shows, sales, marketing, public relations, food and beverage, customer service and hotel operations.

PROFESSIONAL EXPERIENCE

Trade Show & Events Specialist: Orascoptic, Middleton, WI (May 2017 to Present)

- Contract and coordinate 100 domestic and international trade shows, meetings and events, including travel arrangements, room blocks, trade show booth spaces and food and beverage attendees
- Event Manager for Annual Sales Meeting including venue and city selection, site visits, contract negotiations, event and meeting logistics, rooming list and travel management, banquet event order specifics and meal selections, special events and on-site contact for all items related to meeting
- On-site contact for 10 major trade shows (domestic and international) and one annual sales meeting. Provide direction and support to sales team, executives and clients, liaison for vendors to ensure proper set-up and breakdown of exhibits, time management, coordination of after hour events, meals and transportation
- Assign internal sales representation at each mini, minor and major trade show to generate the highest possible return on investment (ROI) from direct sales. Each major trade show generates \$100,000 - \$500,000 in sales revenue
- Create and write pre-and post-event eBlasts, landing pages, creative collateral specific to trade show and collaboration with production companies for on-site marketing and giveaways
- Prepare and manage annual accrual budget for events including reconciliation of vendor invoices and purchase orders for trade show booths, contractual meetings and event marketing
- Manage logistic requirements and deadlines for trade show drayage, electric, freight shipping, booth equipment, furniture, carpet, labor and trade show management

Group Sales Manager: Omni Hotels & Resorts, Amelia Island, FL (Aug. 2014 to Mar. 2017)

- Consistently exceeded monthly and annual revenue goals and was top performer for meeting room rental
 - 2016: Exceeded revenue goal of \$1.76 million, achieving 101% and \$1.8 million in guest room revenue
 - 2015: Exceeded revenue goal of \$1.5 million, achieving 137% and \$2.1 million in guest room revenue
 - Achieved more than \$70,000 in group revenue actualized at other properties on a goal of \$4,000
- Creatively sell, solicit and manage unique resort destination with 404 guest rooms, 350 multi-bedroom villas and 80,000 square feet of meeting space to groups of 41+ guest rooms on peak within Florida Market
- New corporate business was achieved by prospecting via internet, Delphi, telephone, creative site inspections, participation in nearby tradeshow, networking events, sales calls (large Florida Metropolitans were target markets) and maintained relationships with existing clients for repeat business
- Collaborate with Global Sales Team to creativity close business and generate revenue for home property and others within the Omni Hotels & Resorts corporation, which resulted in multi-year and multi-meeting contracts and revenue for the company
- Fully develop group market segment with the emphasis on group production; primarily focusing on short-term, highly profitable business, and filling need periods

Conference Services Coordinator-Leader in Development: Omni Hotels & Resorts, San Francisco, CA (Sept. 2013 to Aug. 2014)

- Meeting Planner and coordinator for all aspects of corporate, social and association meetings hosted at hotel from contract signature through execution of event. This included full group coordination of guest rooms, meeting space and food and beverage events
- Prepare and distribute banquet event orders, group resumes, Meeting Matrix diagrams, group rooming lists and billing estimates, ensuring 100% accurate communication prior to event, oversaw events to ensure flawless execution while on-site
- Liaison to entire hotel for group requests for entirety of event; from contract distribution to on-site logistics, post event follow-up and ensured all details were executed to exceed clients' expectations
- Achieved higher group 'average daily rates (ADR)', food and beverage and meeting room rental than contracted
- Key coordinator of client events with Omni Hotels & Resorts including: 'Here Comes Omni', 'Be Collaborative', and 'An Evening with Anchor Steam,' a beer maker dinner, in conjunction with Executive Chef Thomas Rhodes
- Successfully completed manager training program within Conference Services discipline which included cross-training and completing monthly contracts in every hotel department

Group Reservations Coordinator: The Ritz-Carlton, Lake Tahoe, Truckee, CA (Sept. 2012 to Sept. 2013)

- Manage all reservations and requests, via meeting planners, rooming lists, Passkey and individual call-in clients
- Assistance in revenue goal achievement of 109% in 2011 and 91% in 2012
- Management and building of all group sub-blocks, group cut-off dates, VIP requests, billing and routing
- Attend weekly resume meetings and pre-conferences to relay group block information hotel-wide
- Leadership and training of new hires in department and named Learning Coach for The Ritz-Carlton (2012-2013)
- Assistant to Director of Revenue Management, responsible for balance and management of hotel inventory
- Execution of two full-time reservation roles for six months during highest grossing quarter in hotel history

Reservations Supervisor: The Ritz-Carlton, Lake Tahoe, Truckee, CA (Sept. 2011 to Feb. 2013)

- Input wholesale, transient and group reservations, deposits, blocking of rooms per requests
- Development of life long Ritz-Carlton clientele relationships with travel agents, meeting planners, executives and guests
- Execute, accommodate and explain all guest amenities and create unique experiences for hotel guests
- Use intricate sales and marketing techniques to sell AAA Five Diamond ski destination with 170 rooms

Front Desk Representative: Marriott Vacation Club International, Las Vegas, NV (Dec. 2010 to Sept. 2011)

- Guest check-ins, payment requests, and check-outs per company standards
- Accommodate, identify and explain all guest amenities and requests throughout resort
- Lateral operations in Call Center, Marketplace, Night Audit, activity coordination and Concierge
- Proficient company computer program use including MARSHA, PMS and Micros

Intern and Wedding and Special Events Coordinator: CLM Weddings LLC, Las Vegas, NV (June 2010 to June 2011)

- Function as main client contact and resource for strategic plan, design, idiosyncrasies and customization of special events and weddings based on specific client guidelines and requests
- Pre-event planning including initiation and planning of hotel and venue site selections, room block contracts, vendor negotiations, deposits and transportation
- Act as liaison between venue and client; create and communicate program specifications including budget breakdowns, event resumes and banquet event orders; accountable for successful event outcome by anticipating guest needs and exceeding expectations before, during and after event

Server and Hostess: Food and Beverage Outlets, Mankato, MN and Truckee, CA (Aug. 2004 to Jan. 2012)

- Restaurant server in fine and casual dining establishments and banquet serving at prestigious country club
- Dining establishments include Famous Dave's, Applebee's, Owatonna Country Club, and Neighbor's Italian Bistro
- Provide excellent customer service with warm welcome, menu explanation and execution of full dining experience
- Set-up and strike of banquet functions including weddings, corporate and social events
- Knowledge and up-sell of all menu items and ingredients per guest requests

CERTIFICATIONS

- Certified Meeting Planner (CMP) certificate application pending, anticipating certification in early 2018
- Certified Festival Manager, University of Minnesota (2008)

MEMBERSHIP HISTORY

- Meeting Professionals of America (MPI) (2017 to present)
- Toastmasters International (2012 to present)
- American Institute of Graphic Design (2007 to 2010)
- Public Relations Student Society of America (2007 to 2010)
- Society of Professional Journalists (2007 to 2010)

EDUCATION

- Omni Management Development, completion of Leader in Development program and Power of Engagement
- Knowledge is Power, Power Sales Writing and Sales School training courses at The Ritz-Carlton and Omni Hotels & Resorts
- Bachelor of Science, May, 2010: Mass Communications, Minnesota State University, Mankato, MN
- Emphasis: Public Relations, Minor: Leisure and Event Management and Graphic Design