

Allison Rocca, CMP

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CAREER SUMMARY

Forward thinking meeting and event planner with background in luxury hospitality. Detail oriented and organized with proven ability to create event experiences that accommodate needs of client profiles. Expert in strong relationship development with clients and valued vendors.

QUALIFIED EXPERIENCE

Orascoptic, Middleton, WI

Events Manager: May, 2017 to Present

- On-site Event Manager for Annual Sales Meeting. Organize events based on meeting objectives and direction from senior management team from concept to completion and post-event evaluation.
- Venue and city selection, comprehensive planning and site visits, contract negotiations that align with meeting budget, strategic planning of event logistics, banquet set-ups, meal selections, audio visual, social events, teambuilding activities and detailed budget management.
- Developed new trade show strategy, facilitated changes in procedures to position and timelines conducive to needs of Marketing and management teams.
- Contract, coordinate and manage 100+ domestic and international trade shows, meetings and events. Select inline, corner or island booth locations that will generate the most sales. Arrange travel, assign regional staff, manage room blocks, schedule off-site group meals, send detailed trade show resumes outlining specific details of event.
- Manage \$600,000 annual accrual budget for trade shows and \$165,000 for annual meeting. Reconcile vendor invoices and purchase orders for trade show booths, contractual meetings and event marketing.
- Event marketing using Hubspot to target regions and dental-specialty audiences for each trade show to generate leads. Create pre-and post-event eBlasts, landing pages and work with vendors to determine promotional giveaways.
- Travel to 10 major trade shows (domestic and international) as event manager and on-site contact. Delegate tasks to on-site sales representation, executives, vendors and clients and arrange set-up and breakdown of exhibits. Each major trade show generates \$200,000 - \$500,000 in sales revenue, with year over year growth and increased ROI.
- Organize trade show logistics, drayage, electric, labor and product inventory specific to show based on square footage and sales representation. Reduced shipping and drayage costs from previous year by 7% with goal of 5% by using caravan routes to advance warehouses to reduce mileage of freight.
- Categorize trade show as mini, minor or major based on past performance, targeting where the highest possible return on investment (ROI) from direct sales will be attained. Monthly review of prior month trade shows with Regional Sales Managers to evaluate if trade show is beneficial for company. Slashed low performing shows from prior year resulting in \$53,000 savings.
- Social Chair for internal catering events, special events for employees and internal meetings.

Omni Hotels & Resorts, Amelia Island, FL

Group Sales Manager: August, 2016 to March, 2017

Executive Meeting Manager: August, 2014 to August, 2016

- Creatively booked business and revenue for unique resort destination with 404 guest rooms, 350 multi-bedroom villas and 80,000 square feet of meeting space. Targeted groups with 41+ guest rooms on peak within Florida Market and 10-40 guest rooms on peak as Executive Meeting Manager, focusing on short-term, highly profitable business, and filling need periods.
- Generated sales for new and existing corporate and association accounts by prospecting, collaborating with Global Sales Team, creative site inspections, sales calls and participation in nearby trade shows and networking events, that resulted in multi-year and multi-meeting contracts.
- Exceeded annual revenue goals and achieved top performance in generating contracted 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.
 - Exceeded definite bookings at other Omni Hotels by 75% which qualified for annual incentive trip in 2015.

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Omni Hotels & Resorts, San Francisco, CA

Conference Services Coordinator, Leader in Development: September, 2013 to August, 2014

- Meeting Planner and event coordinator for all aspects of corporate, social and association meetings hosted at hotel from contract signature through execution of event. Full group coordination of guest rooms, meeting space and food and beverage events.
- Prepared and distributed banquet event orders, group resumes, Meeting Matrix diagrams, group rooming lists and billing estimates, 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 Sales Managers' client event experiences 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.
- Completed manager training "leader in development" program focused on Conference Services and dedicated to 10 hours of weekly cross-training with all hotel departments.

Marriott International: The Ritz-Carlton, Lake Tahoe, Truckee, CA, and Marriott Vacation Club International, Las Vegas, NV

Group Reservations Coordinator: September, 2012 to September 2013

Reservations Supervisor: September, 2011 to February, 2013

Front Desk Representative: December, 2010 to September, 2011

- Managed reservations and requests from meeting planners, travel agents and individual call-in clients for groups, transient and wholesale business at a AAA Five Diamond ski destination with 170 rooms.
- Built contracted group sub-blocks, managed group cut-off dates, VIP requests, billing and routing using MARSHA, Micros, Opera and Passkey reservation management systems.
- Analyzed and audited contracts from Sales Managers and turned all contracts to definite bookings.
- Attended weekly resume meetings and pre-conferences with senior management team to relay group block information hotel-wide.
- Assistant to Director of Revenue Management, responsible for balance and management of hotel room inventory.
- Execution of two full-time reservation roles for six months during highest grossing quarter in hotel history, leading to revenue goal achievement of 109% in 2011.
- Leadership and training of new hires in department as Learning Coach for The Ritz-Carlton (2012-2013).
- Guest check-ins, payment requests, and check-outs per company standards.
- Lateral operations in Call Center, Marketplace, Night Audit, activity coordination, banquet serving, and Concierge. Completed *Knowledge is Power*, *Power Sales Writing* and *The Ritz-Carlton Sales School* training courses.

MEMBERSHIPS • CERTIFICATIONS • VOLUNTEER

- Certified Meeting Professional, 2018 to present
- Habitat for Humanity, Dane County: Event Coordinator for social and volunteer events, 2018 to present
- Meeting Professionals International, 2016 to present
- Toastmasters International, 2011 to 2013
- Certified Festival Manager, University of Minnesota, 2008 to present

EDUCATION

Minnesota State University, Mankato, MN

- **Bachelor of Science, May, 2010:** Public Relations, minor in Leisure and Event Management and Graphic Design

RELATED SKILLS

- Proficient in Microsoft Office and Microsoft Outlook, food and beverage knowledge and etiquette with experience in fine and casual dining establishments, social event and wedding planner (internship), event design, social media platforms, organized and detail-oriented, excellent written and oral communication.