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CHRIS ROBINSON

OBJECTIVE

Looking to expand Visit Salt Lake's EMM & Sports Markets to not only benefit VSL, but to benefit our community.

SKILLS

I've been in the hospitality industry for over 10 years, so I am extremely familiar with our local industry, hotel partners, and sporting facilities.

EXPERIENCE

LEAD FRONT DESK AGENT • LITTLE AMERICA HOTEL • MAY 2008 – JANUARY 2012

Maximized guestroom revenues by ensuring accurate and timely lodging was provided through a team of 12 employees. Assisted in the acquisition and training of staff to consistent 5 diamond service standards.

ASSISTANT FRONT OFFICE MANAGER • LITTLE AMERICA HOTEL • JANUARY 2012 – FEBRUARY 2014

Maximized guestroom revenues by ensuring accurate and timely lodging was provided through a team of 30 employees across 4 departments. Assisted in the acquisition and training of staff to consistent 5 diamond service standards.

SALES COORDINATOR • GRAND AMERICA HOTELS & RESORTS • FEBRUARY 2014 – OCTOBER 2015

Improved the booking efficiency of the sales team by fielding time-consuming, but important office functions including blocking space quickly & accurately, answering phone calls, responding to emails, filing, building proposals, qualifying leads, prospecting, and providing site inspections.

CONVENTION SALES ASSISTANT • VISIT SALT LAKE • OCTOBER 2015 – JULY 2017

I Assist Vice President of Sales/Directors/Managers with daily administrative tasks and projects, up to 13 Directors & Managers at one time. Prepare bid proposals, flight arrangements, and site inspection itineraries. Expertly guide clients through site inspections of multiple venues throughout the city. Assure that correspondence, forms, and bids are completed accurately and professionally within proper deadlines. Input, process and update leads, definite bookings, lost business and cancellations. Assist the Directors/Managers in responding to inquiries



and requests from meeting planners, hospitality partners, staff, leadership and members. Research assigned accounts. Document sales efforts and keep customer profiles current in the VSL's automated sales software program; CRM. Maintain efficient trace and filing systems in CRM. Establish and maintain assigned reports and information systems. Other duties as assigned.

EXECUTIVE MEETING MANAGER/SPORTS SALES MANAGER • VISIT SALT LAKE • JULY 2017 – PRESENT

I work with meetings that use a single hotel/resort, with up to 200 attendees from organizations that are based in Washington, Oregon, California, Colorado, Nevada, Idaho and Arizona. I also work with sporting events/meetings with up to 500 participants. I Generate hotel/resort bookings from all vertical market segments. I Create and maintain a client base, develop and sustain professional relationships with said clients. I solicit business through telemarketing, personal calls, e-mail, and site inspections. I identify high probability accounts through investigative research. Maintaining contact with planners and rights holders during, and directly after their meetings and events to solicit for repeat business. I also Maintain accurate information and current documentation of sales activities in CRM, or other designated database. And lastly develop and present bids.

EDUCATION

DIPLOMA • JUNE 2007 • DAVIS HIGH SCHOOL

Throughout my education I maintained a 3.5 GPA while participating in multiple sports including football where I was the captain of the team.

LEADERSHIP

During my career I've been in many leadership roles from being a lead front desk agent to an assistant manager. I excel when put into a leadership position. I have great communication, high motivation, and I bring positivity to my co-workers and team.



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