

JOHN SMITH

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REGIONAL SALES & MARKETING LEADER

Performance-Driven Business Development Expert and Top Revenue Producer with extensive experience in the Tourism Industry

- Accomplished and results-driven Sales and Marketing Leader with broad-based expertise leading effective strategy, territory management, marketing campaigns, and revenue growth.
- Expertise in building effective strategies that substantially increase revenue while improving market share and sales effectiveness; with Go Ape, oversaw sales and marketing in three states and placed company on track to acquire \$2.4MM in revenue.
- A demonstrated record of success marked by a history of stellar revenue growth and operational excellence with roles with Go Ape, Hoosier State Train, Travel Authority, and AAA World Travel.
- An effective team leader who leverages an unwavering commitment to excellence to build, train, and manage top performers, consistently delivering positive results in challenging and highly competitive industries.

PROFESSIONAL EXPERIENCE

EDGE ADVENTURE PARKS ◦ Indianapolis, IN ◦ 2018 – Present

Director of Sales & Marketing (Adventure Sales)

As a key member of the leadership team oversees sales performance and marketing strategies of the park while networking throughout the community to engage prospects.

- Shapes organizational concepts due to strong understanding of the company's brand and message through monitoring customer insights and evaluating market trends.
- Targets key customer groups, attends marketing events, and builds relationships with internal and external stakeholders.
- Analyzes business practices to ensure sales and marketing activities will lead to a profitable ROI.
- Turns company concepts into reality by creating all marketing materials that reflect the voice and mission of the organization.
- Develops and manages sales and marketing budgets to ensure resources are allocated properly and costs stay in alignment with company strategy.

ADVENTURE FOREST, LLC (DBA GO APE TREETOP ADVENTURE) ◦ Indianapolis, IN ◦ 2017 – 2018

Regional Sales & Marketing Manager

Fulfilled a critical role driving revenue for this outdoor adventure company, with a focus on the management of sales for four sites across Indiana, Illinois, and Texas to a diverse roster of clients that included individuals, corporations, and universities.

- Member of the team that was credited with building an external sales organization from the ground up; defined all sales programs, selected sales tracking applications and led and trained three employees.
- Achieved outstanding results - **\$1.6MM in revenue YTD, representing 85% of annual target** (for that period) and projection of **\$2.4MM in overall sales**.
- Served as the architect of innovative and effective marketing programs targeting local markets, featuring print advertising, radio advertising, trade shows, community engagement events, and social media engagement on Facebook and Instagram.
- Coordinated and led familiarization events for Visitors Bureaus and Destination Management Companies.
- Led a local operation team in the execution of local trade shows and marketing events, providing training on proper techniques to maximize effectiveness.

HOOSIER STATE TRAIN ◦ Indianapolis, IN ◦ 2012 to 2016

CORE COMPETENCIES

- Sales & Marketing
- Business Development
- Brand Messaging
- Revenue Growth
- Profitability Strategies
- Relationship Management
- Multi-state Territory Management
- Market Penetration
- Competitive Analysis
- Challenging Markets
- Exceeding Performance Targets
- Marketing Campaigns
- Promotional Events

Marketing & Sales Manager

*Led vision, strategy, and execution for all facets of sales and marketing for this passenger train that provided service on a 196-mile route between Chicago and Indianapolis, securing significant gains in ridership and revenue. Leveraged discount programs with corporate clients, social media marketing, radio and print advertising, and strategic partnerships to **transform a -32.7% decline in ridership to 23% YOY growth** in less than three years. Achieved 12 consecutive months of increases in ridership and revenue.*

- Bolstered the visibility of the Hoosier State Train brand through the development of annual marketing plans that secured expanded market share while **building a Facebook and Instagram following of 12,000 fans.**
- Fostered a strategic partnership with the Indiana Department of Transportation to market the Hoosier State Train and participated in a variety of community events to attract riders, including the Indiana State Fair and orientation days at universities.
- Engaged with state and local government officials to ensure continued funding for the project and communicated all developments with their appropriate staff.
- Safeguarded and promoted the public image of the service and served as the primary point of contact for all engagements with members of the media.
- Showcased special events and promotions, using social media campaigns to extend reach and influence; additionally, executed accountability for the development of all marketing collateral, advertisements, and digital assets.
- Coordinated and led familiarization trips for travel operators and travel agents and built strong relationships with tour operators and travel publications based in Indiana and Chicago.
- Measured the effectiveness of marketing campaigns by building a matrix used to evaluate ROI.

TECHNOLOGY

Adobe Creative Cloud
(InDesign, Photoshop,
Illustrator, Spark,
Capture, Clip,
Dreamweaver)
Salesforce
Microsoft Dynamics &
Sabre

TRAVEL AUTHORITY, AN ALTOUR COMPANY ◦ Indianapolis, IN ◦ 2013 – 2015

Senior Travel Consultant

Expanded revenue and profit for the largest American Express travel agency, applying a consultative approach to gain insight into the preferences of each client, leading to the recommendation and sale of travel destinations aligned with the unique needs of each customer. Served as a chamber representative for Boone County and Greenfield.

- Adhered to policies and guidelines while providing a unified visual presence and voice.
- Successfully designed all social and content visuals by aligning company goals with brand messaging.

AAA WORLD TRAVEL ◦ Indianapolis, IN, and Knoxville, TN ◦ 2010 – 2013

Senior Travel Consultant (Travel Manager)

Garnered a series of rapid promotions, culminating in Senior Travel Consultant, managing two travel agents and five drive specialists in the Travel Department. Coordinated and led coaching sessions to build staff competencies in sales, cross-selling, and budgeting.

- From 2011 to 2012, **bolstered the office's revenue by 20%** over the prior year; personally **delivered 68% of all travel revenue** for the office from 2011 to 2012.
- Achieved distinction by being named to the *35 under 30* list by Travel Agent Magazine.

"Heather came to Go Ape with a unique skill-set that was developed over years of experience in other companies within the same industry. This allowed her to excel and show a better comprehension and implementation of industry best practices as a whole while making immediate and impactful decisions."

Lee R., VP of Sales

EARLY EMPLOYMENT

Stewart, Inc. ◦ Family Services Counselor ◦ Johnson, TN
Carnegie Hotel ◦ Special Events Coordinator/Front Desk Ambassador ◦ Johnson City, TN

EDUCATION & TRAINING

(Candidate) Master of Business Administration, M.B.A. ◦ Marketing ◦ Purdue Global
Bachelor of Arts, B.A. ◦ Business Management & Marketing ◦ East Tennessee State University
Certified Travel Counselor | Certified Travel Associate

