





ASHLEY STOKES

BUSINESS & HOSPITALITY PROFESSIONAL

CONTACT

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EDUCATION & CERTIFICATIONS

George Washington
University -
Urban Sociology

Healthcare Meeting
Compliance Certificate -
2020

TECHNICAL SKILLS

Microsoft Office Suite
Delphi

Amadeus and SalesPro Sales
Management Systems

ePitome (Citrix), Opera
(Micros) and HMS property
operating systems.

ABOUT ME

Client-focused and goal driven hospitality professional with over fifteen years of extensive experience that includes sales, office settings, hospitality, customer service, and research. Possess solid leadership skills with exceptional communication and interpersonal skills to work effectively with diverse clientele. Demonstrated ability to multi-task and make decisions to move projects to completion. A persistent goal setter, project finisher, and skilled collaborator who thrives in fast-paced environments.

EXPERIENCE

HOTEL EVENTI – A KIMPTON HOTEL, 2016 – Present
New York, NY

Associate Director of Sales & Marketing

- Qualify group and catering leads received for corporate, sports and entertainment markets, sending detailed proposals via direct customer engagement
- Solicit and confirm group business and negotiate contract details with new and repeat clients
- Management of Group Sales and Corporate Sales team members including setting & oversight of individual financial goals
- Lead weekly Group Sales team meeting to review production as compared to the hotel budget and devise strategies to confirm more group business for the hotel
- Assist Director of Sales & Marketing in preparing sales productivity reports for ownership and regional meetings
- Implement best practices and strategies to ensure group goals are met through mentoring of individual team members, participating in weekly revenue strategy & PR meetings & staying actively engaged in industry related events and news

HERSHA HOSPITALITY MANAGEMENT, 2015 – 2016
New York, NY

Area Sales Manager

- Area Sales Manager for groups to the Hotel 48LEX New York, HHM's premier boutique property, and the Hyatt Union Square with a focus on soliciting repeat and new business to meet and/or exceed room revenue goals for a combined total of 300+ rooms in midtown Manhattan.

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EXPERTISE

Team Building & Leadership

Corporate Customer
Identification & Engagement

Sales & Revenue Growth

Organization & Time
Management

Employee Scheduling &
Supervision

Employee Service Training

Proficient Spanish Speaker

INTERESTS

Accomplished violinist
Travel
Social Justice
Conservation
Community Engagement

EXPERIENCE CONT.

HOTEL EDISON, 2014-2015

New York, NY

Group Sales Manager

- Developed plans to target and sell to leisure and tour & travel markets from both new and existing partners while hotel underwent renovations
- Created standards of operations procedures for both Front Office and Sales support staff in order to maintain communication and level of consistency for group and transient guests
- Continually updated existing partners on the renovation progress of the hotel as well as educate them on the new features to be expected
- Conducted thorough site inspections of the hotel with clients representing the corporate, tour & travel and FIT markets
- Routinely made sales calls to offices of potential new partners in efforts to continually target new business for the hotel

CROWNE PLAZA TIMES SQUARE, 2013-2014

New York, NY

Executive Meetings Manager

- Receive and respond to all customer inquiries in timely manner. Negotiate and capture all profitable Rooms & Catering business within the pharmaceutical, corporate & healthcare markets in accordance with selective selling guidelines.
- Continuously educate Event Planners on hotel procedures, such as: meal guarantees, set-up styles, payment terms, available hotel services, union labor fees and services
- Coordinate all details to appear on each "Banquet Event Order." Details to coordinate may include meeting room set-up specifications, banquet food & beverage items, audio/visual equipment & billing details.

INTERCONTINENTAL NY TIMES SQUARE, 2011-2013

Jr Group Sales Manager (International)/Conference Services Coordinator

- Qualify group and catering leads received for international market and under 100 rooms, sending detailed proposals
- Solicit and confirm group business and negotiate contract details with new and repeat clients
- Prepare and maintain quarterly and annual group production/pace reports for ownership meetings
- Service manager to rooms only and cruise series groups (10-200 rooms) by preparing necessary hotel departments and banquet event orders

REFERENCES

Professional references available upon request