

Britney Houston



Corporate Sales Manager

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Place of birth	San Antonio	Nationality	American
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01 PROFILE

Experienced Corporate Sales Manager with ten years' global experience within the international travel sector with a focus to improve sales turnover and positively impact company revenue. Was instrumental in increasing quarterly sales performance by 30% during the last six months, and leadership tenure is back by an MBA and numerous diplomas in coaching and training.

02 EMPLOYMENT HISTORY

08/2015 – 03/2019

Corporate Sales Manager at PQS Travel Group

Evanston, IL

Achieved over \$335,000 in the first quarter of 2015 by increasing new group sales in the Mid-West region.

- Responsible for securing business for corporate business transient and group markets by maintaining top accounts, and implementing strategic solicitation and relationship methods to achieve goals.
- Conduct performance reviews.
- Develop and train account managers to secure long-term contracts with leading original equipment manufacturers and improve customer retention.
- Achieve double-digit margins and increase revenues to \$400 million annually with leading government agencies.
- Manage regional corporate accounts in the New England Area of more than \$100k each.
- Develop training plans and career paths for subordinates.
- Collaborate with internal stakeholders such as finance and HR departments regarding budgets and recruitment needs.

05/2011 – 06/2015

Assistant Global Business Development Manager at Trans Atlantic Travel Group

Cleveland, OH

Sales performance increased by 20% following the implementation 6-month sales consultant exchange programs to company locations abroad.

- Take responsibility for developing Individual Travel Accounts through extensive cold-calling, industry networking, and below the line sales strategies.
- Oversee all sales activities related to booking, coordination and customer follow-up for groups requiring bulk reservations of between 50 and 100 at a time.

- Contribute significantly to Food & Beverage revenues by facilitating and promoting effective upselling.
- Acquire knowledge of competition, as well as industry trends.
- Cultivate relationships with prospective new clients by introducing sales consultants to them

11/2009 – 04/2011

Senior Technical Sales Consultant at Bricks and Build Engineering Products

Milwaukee, WI

Cultivated over \$550,000 in new account sales within 18 months.

- Build creative sales strategies to increase customer satisfaction and attain business sales goals.
- Conduct reviews of departmental sales performance and compare these against expected targets to identify areas for improvement.
- Convey overall sales performance levels to executive management and submit solution proposals for approval.
- Use analytics to populate data sets and compile reports on daily/weekly/monthly/quarterly performance to submit to executive management.

08/2008 – 09/2009

Executive Sales Consultant at Engineering Construct

Traverse City, MI

Increased the engineering sales market by 40% in 2008/2009, securing group programs with top companies in the construction and building sectors.

- Actively involved in research efforts to identify new marketing strategies, business opportunities and the performance of competitors
- Track overall sales activities and allocate resources in sales areas that require additional sales consultants to handle the sudden influx of new business.
- Participate in trade shows, sales workshops, sales seminars, and events on behalf of the business to increase visibility.
- Stay on top of new trends and innovation within the industry.
- Continuously network by staying an active member of relevant industry bodies locally and internationally where applicable.

03 EDUCATION

01/2019 – Present

Harvard University

Cambridge, MA

Masters in Business Administration

03/2012 – 03/2014

University of Denver

Denver, CO

Bachelor Degree in Sales and Marketing

04 SKILLS

Business Development	● ● ● ● ●	Networking	● ● ● ● ●
Group Sales	● ● ● ● ●	Market Analysis	● ● ● ● ●

Research



Big Data Analytics



05 LANGUAGES

English



Mandarin



Spanish



French



06 COURSES

2013

Certified Sales Professional (CSP) at Mref Institute Denver, CO

03/2019 – Present

Advanced Diploma in Leadership Strategies at Northwestern Kellogg Institute, Evanston, IL