

# Britney Houston, Corporate Sales Manager

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Place of birth	San Antonio	Driving license	Full
Nationality	American		

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**LINKS**                      [Twitter](#), [Instagram](#), [Facebook](#), [Linkedin](#)

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**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.*

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## EMPLOYMENT HISTORY

Aug 2015 – Mar 2019                      **Corporate Sales Manager, 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.

May 2011 – Jun 2015                      **Assistant Global Business Development Manager, 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

Nov 2009 – Apr 2011                      **Senior Technical Sales Consultant, 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.

Aug 2008 – Sep 2009                      **Executive Sales Consultant, 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.

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## EDUCATION

Jan 2019 – Present	<b>Harvard University, Masters in Business Administration</b>	Cambridge, MA
Mar 2012 – Mar 2014	<b>University of Denver, Bachelor Degree in Sales and Marketing</b>	Denver, CO

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## SKILLS

<b>Business Development</b>	Expert	<b>Networking</b>	Expert
<b>Group Sales</b>	Expert	<b>Market Analysis</b>	Expert
<b>Research</b>	Expert	<b>Big Data Analytics</b>	Expert

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## COURSES

2013	<b>Certified Sales Professional (CSP), Mref Institute Denver, CO</b>
Mar 2019 – Present	<b>Advanced Diploma in Leadership Strategies, Northwestern Kellogg Institute, Evanston, IL</b>

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## LANGUAGES

<b>English</b>	Native speaker	<b>Mandarin</b>	Good working knowledge
<b>Spanish</b>	Good working knowledge	<b>French</b>	Working knowledge