

1101 Hilary Lane  
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## Kristen G. Burnett

### Qualifications Summary

A motivated sales professional with over 20 + years of broad experience in the hospitality industry. Extensive strength and experience in relationship building, detailing, fiscal accountability, negotiation, communication/presentation skills, and flawless client experiences. Consistently exceeds profitability while building client relationships.

### Professional History

Lincolnshire Marriott Resort October 2017- March 2020

#### **Senior Sales Manager**

Concentration of total account management of two highest producing accounts at the resort. Initially recruited to grow relationships with the Corporate and Association market. Starting in 2019 moved over to manage the top two revenue producing accounts at the property plus the following markets: retail, real estate, food and Beverage, agriculture, mining, forestry, food packaging, food and beverage manufacturing and consumer products. Exceeded quarterly goals by following action plans and creative sales strategies.

Chicago Marriott Northwest January 2017- October 2017

#### **Senior Sales Manager, Hoffman Estates, Illinois**

Recruited to grow the Corporate & Association Market through the development of new accounts and build existing accounts through aggressive sales/marketing strategies and shifting share in the market to drive volume. Concentration on total account management for Agriculture, Electronic, Financial, Real Estate, Government, and Association markets.

Chicago Marriott Schaumburg 2015– 2017

#### **Corporate Sales Manager, Schaumburg, Illinois**

Grew Corporate relationships in the market while achieving tangible sales results and providing exceptional meeting experiences. Confident and assertive negotiation skills to bring business opportunities and grow current clients. Driven by success of the team and exceeding guest expectations.

- Awarded Top Sales Producer TPG Award for 179% to goal –Q2 and achieved 2016 yearly goal by 115% to goal.
- Concentration on Pharmaceutical, Financial, Energy, Food Service, and transportation companies with sleeping rooms over 10 per night.
- Be the leader in the market with creative Sales blitzes, Chef Tables, VIP events for Meeting Planners to grow our market and retain group interest.
- Growing relationships with 3<sup>rd</sup> party planners- Conference Direct, Helms Briscoe, and HPN.
- Highly Proficient – CI/TY, Delphi, Microsoft Word, Excel, Power point, Fosse, Sales Pro, Simple view, Outlook, and Global SFA.

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Residence Inn and Courtyard by Marriott DFW South 2012- 2014

**Director of Sales-Irving, Texas**

Developed and implemented the sales and marketing strategy for two properties. Working closely with Revenue Manager to develop and implement an effective revenue generating plan creating the proper mix of revenue building business for the two hotels.

- Developing new Corporate and Association accounts as well as maintaining existing accounts by implementing sales strategies that increased sales by 105% YOY.
- Exceeded 2013 goals by \$50k for each hotel at a \$1 million goal per property. Record breaking sales at both hotels.
- Responsible for negotiating all corporate rates through RFP season process.
- Actively participating in the industry Associations through various networking events, business exchanges, tradeshow, etc. Strive to be current on all industry trends/movement.
- Highly Proficient– Sales Pro, Fosse, Excel, & Marsha.

Marriott Hotel and Golf at Champions Circle 2010 – 2011

**Senior Sales Manager- Fort Worth, Texas**

Building strong relationships with Association and Corporate clients. Growing those relationships into tangible sales results while providing exceptional meeting experiences. Confident and assertive negotiation skills to bring business opportunities and grow current clients. Driven by success of the team and exceeding guest expectations.

- Concentration on Texas Association, Pharmaceutical, Financial, Energy, Food Service, and Transportation programs with sleeping rooms over 25.
- Planned events with budgets exceeding \$150,000-200,000
- Work closely with Texas Motor Speedway to offer clients unique off-site programs with Driving Experiences/Golf and Spa.
- Created creative Sales blitzes, Chef Tables, VIP events for Meeting Planners to grow our market and retain group interest.
- Grew relationships with Associations and 3<sup>rd</sup> party accounts- Conference Direct, Experient, Helms Briscoe, and HPN.
- Highly Proficient - Delphi, Microsoft Word, Excel, Power point, Fosse, Sales Pro, Simpleview, Outlook, and Global SFA.

The Stonegate Conference Centre 2003-2007

**Director of Corporate Sales– Hoffman Estates, Illinois**

Prospecting and handling Corporate/Association & SMERF programs up to 500 guests. This involves the coordination of all details, negotiating contracts, budget requirements, sleeping room blocks, menu customization, audio visuals, transportation, meeting room diagrams, counts, entertainment, and special requests. Earned designation as top performer in Corporate Sales for 4 years.

- Exceeded Corporate Sales of \$1,000,000 in 2006-07.
- Orchestrated a variety of high profile events for a \$30 Million technology firm, including sales meetings, advisory board meetings, board of director's meetings, investigator meetings, product launches and dinner meetings
- Successfully designed and planned the first *Automobile Ride and Drive* (new vehicle launches) in the facility.

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Radisson Hotels and Resorts 2002-2003  
**Catering Manager-** Arlington Heights and Schaumburg, Illinois  
Responsible for building corporate catering sales meetings in the Chicago land market for two properties.

- Detailed and Processed Banquet Event Orders for all Corporate/Association groups. Customize menus, tastings, site inspections, audio visual details and special sets. 9,800 square feet of meeting space at each hotel plus 5 conference rooms.
- Awarded for exceeding catering sales goals for both hotels. Radisson Arlington Heights at 158% and Radisson Schaumburg at 152%.
- Computer skills include knowledge of Delphi, Sales Pro, Word and ACT.

Jillian's Entertainment 2000-2002  
A unique 53,000 square foot multi-venue Entertainment Megaplex.  
**Event Manager-** Concord & Charlotte, North Carolina  
Managed and built club revenue for two clubs through sales of corporate and social events. Directed, implemented and maintained a philosophy congruent with exceeding company goals and expectations.

Marriott Charlotte City Centre 1998-2000  
**Assistant Banquet Manager-** Charlotte, North Carolina  
Assisted Banquet Manager with guest satisfaction, daily operations, staffing, inventory control, training, and business plans. Supervised staffs of 50 people, serving up to 1,200 people per day.

Marriott Marco Island Resort & Golf 1995-1998  
**Assistant Restaurant Manager –**  
Assisted Director of Restaurants in management of four restaurants, room service, and a lobby bar. Responsible for guest satisfaction, staffing, inventory control, training, daily operations, and budget control.

**Association  
Degree &  
Certifications**

Associations:  
Lake County CVB  
SBA- Schaumburg Business Association

Degrees:  
Southern Illinois University- Bachelors in Hotel Restaurant Management 1995  
Northern Virginia Community College- Associates in Travel and Tourism 1991  
Walt Disney World Alumni- College Program

Certifications:  
TIPS Certified  
Crowd Management Certified  
Marriott- Certified Meetings Imagined Lead  
Marriott –Sales Edge Certification