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Jenn Skeber

Hospitality Professional

Contact

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Work Experience

Dec 2015 - Present

Leisure & Business Travel Sales Manager / Hyatt Regency Lost Pines Resort & Spa / Cedar Creek, TX, United States

I began my current role as the Leisure and Business Travel Sales Manager at the end of 2015. This was a position that had been vacant at Hyatt Regency Lost Pines for 3 years prior to me taking the role and was being reinstated based on a shift in hotel strategy. As there had been minimal management of accounts for a few years, I was tasked with creating and executing strategic plans to increase production within the handful of existing accounts and establish new accounts within the transient segment, specifically within the wholesale, volume and TMC/consortia segments, markets we had participated in previously at a minimum. Working closely with the Austin CVB, HSF team and Hyatt resort properties, I have created strong relationships and continue partnerships on sales missions, tradeshow, etc. My daily tasks include; analyzing strategic data to target key markets and accounts within the marketplace to then shift market share to the hotel and increase revenue, design and create marketing materials specific to the transient segment including, brochures, presentation materials and promotional flyers, continuous training and communication with operational teams to ensure exceptional service is delivered for key accounts and guests, building and maintaining relationships within the

transient segment. I increased revenue in the wholesale market for July-December 2016 by 174% and increased revenue in the volume market during this same period by 20%. I achieved 120% of my 2017 Q1 sales quota, increasing revenue by 13% year over year in the volume, wholesale and AAA market segments. I have continued to be a leader within the resort, leading the site visit committee on revising our approach and procedures for site visits by leading monthly meetings, strategizing new ideas and implementing new guidelines and processes. My continued efforts and leadership qualities earned me a Teamwork Award for 2016.

Sep 2012 - Dec 2015

Senior Event Planning Manager/Event Planning Manager / Hyatt Regency Lost Pines Resort & Spa / Cedar Creek, TX, United States

I continued on my Event Planning path once at the Hyatt Regency Lost Pines, handling major market sales programs from 100-475 guest rooms on peak nights, including groups of up to 700 attendees for multiple day programs. In May of 2014 I was promoted to Senior Event Planning Manager and took on a leadership role within the hotel. In addition to supporting and acting on behalf of the Associate Director of Events and Director of Events in their absence, I assisted in monitoring and developing team member performance by providing supervision and professional development, conducting counseling and evaluations, recruiting, interviewing and training team members. I also played a key role in identifying operational challenges within the hotel and working with hotel staff and team members to develop alternative solutions that ensured customer satisfaction. My commitment to exceeding customer satisfactions led to being awarded a Service Excellence Award for 2015.

Dec 2009 - Sep 2012

Convention Services Manager/Catering Manager / Hyatt Regency Santa Clara / Santa Clara, CA, United States

I began my time at the Hyatt Regency Santa Clara as a Catering Manager, handling both the corporate and social markets for the hotel, again exceeding my sales quota goals for 2010. During my time at Hyatt Regency Santa Clara I made the switch from Catering to Convention Services, handling both markets in a dual role for 6 months before making the final transition to Convention Services. During my 6 month dual role I achieved 123% of my quota, bringing in \$430,000 in food and beverage revenue. As a Convention Services Manager I handles sales groups from 10-475 guest rooms on peak nights, including groups of up to 2,000 attendees for multiple day programs. As a convention hotel, I worked closely with the Santa Clara convention center on large city-wide programs. Taking on more of a leadership role in the department, I handled the scheduling and payroll of all hourly department staff in addition to my daily tasks. I was awarded Manager of the Quarter for the first quarter of 2012 for my excellent relationships with clients and colleagues, as well as my leadership skills.

Apr 2008 - Dec 2009

Catering Manager / Hyatt Regency Cambridge / Cambridge, MA, United States

In addition to the tasks I handled at the Hyatt West Hollywood, at Hyatt Regency Cambridge I played a key role in creating templates, planning tools and organizational systems to establish the quickest and most efficient way for the catering department to achieve their goals.

Nov 2006 - Apr 2008

Catering Manager / Hyatt West Hollywood / West Hollywood, CA, United States

My hospitality career started at the Hyatt West Hollywood where I began selling and servicing corporate and social events, including the wedding market, for up to 10,000 square feet of hotel ballroom space. My daily tasks included taking lead calls, prospecting for new business, conducting client site visits, creating proposals, menu planning, agenda setting, diagramming meeting room specifications, special VIP requests and billing. I also achieved an outstanding production achievement award for exceeding my 2007 sales quota goal.

Education

Sep 1999 - May 2004

Bachelor of Science: Business with emphasis on Marketing / California State University Chico / Chico, CA, United States

Minor in Recreation Administration/Hospitality

Skills

Revenue/Reservation Applications - Opera, Cognos, Reserve, PRIO



TravelClick (Agency360, Demand360, Rate360)



Relationship/Account Management



Problem-Solving and Conflict Management



Presentation, Organization and Negotiation



Awards

December 2007

Achieving 100% of sales quota for the year / Outstanding Production Achievement Award / ,

December 2010

Achieving 100% of sales quota for the year / Outstanding Production Achievement

Award / ,

December 2011

Achieving 100% of sales quota for the year / Outstanding Production Achievement Award / ,

April 2012

Outstanding Hotel Leadership in Q1 / Manager of the Quarter / ,

December 2015

Excelling in customer service / Service Excellence Award / ,

December 2016

Being an exceptional example of a team player / Teamwork Award / ,

HOBBIES



Traveling



Exploring New
Restaurants



Music



Cooking

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