

DEANNA BROWN

OBJECTIVE: I am looking to utilize my experience in strategic planning, and guest relations toward a position where I can support the needs of the organization, exceed guest expectations, and protect brand standards. I am interested in a position where I can engage in the community and support philanthropic initiatives.

SKILLS:

- Event Organization / Strategic Planning
- Collaborative / Team Oriented
- Multimedia Marketing / Branding
- Budgeting / Forecasting
- Communications / Detail Oriented
- Innovative/Resourceful
- Leadership/Management
- Self-Motivated/Passionate

EXPERIENCE: **MADISON HOTEL- CATERING, CONFERENCE, AND EVENTS MANAGER**

December 2014-Present

- Conduct site visits and hotel tours for potential clients, hotel guests, and media
- Negotiating contracts for event space rental. Working directly with clients to fit budgetary needs
- Organize all aspects of food and beverage orders, staffing, floorplans, audio visual, and décor
- Working directly with preferred vendors for audio visual, floral, entertainment, and rental needs. Negotiating prices with vendors to help fit the client's budgetary needs
- Plan and execute event layout, seating, and floorplan needs. Organizing multiple layouts and floorplan changes during multi-day events.
- Coordinate and monitor event timelines. Ensure client agendas are met.
- Prepare nametags, materials, gift bags, registration lists, seating cards, etc. at the direction of the client
- Serving as the point of contact for multi-day functions. Assisting on-site for client's immediate needs.
- Assisting clients with sleeping rooms in relation to their event; corporate rates, wedding blocks, group blocks, hotel reservations
- Create agendas for weekly banquet meetings. Meet directly with banquet staff, executive chef, and management team to review all upcoming events and details
- Manage banquet and event staff during set-up to ensure client needs are met
- Ability to multi task and work on a variety of events at any one time; Corporate Meetings, Private Dinners, Weddings, Receptions, Cocktail Parties, and Rehearsal Dinners
- Proficient in Microsoft Word, Microsoft Office, OPERA, Excel, and Powerpoint

- Managing Food and Beverage P&L Budget for Rentals, Office Supplies, and Décor

HARD ROCK CAFÉ- SALES & MARKETING MANAGER

February 2012-August 2014

- Private, Corporate, Tour & Travel Events- Conducting site visits, working directly with clients to capture their needs, creating proposals for client review, formulating contracts, gathering event details and creating banquet event order, formulating and executing floor plans, menus, buffet set-ups, registrations, seating charts, and décor.
- Event Management- Developed marketing plans, and gathered sponsorships for company tentpoles such as New Year's Eve Hard Rock Guitar Drop, Hard Rock Rising Global Battle of the Bands, "Last Chance" Elvis Tribute Contest
- Managed company philanthropic initiatives- Created and joined local philanthropic initiatives such as; Pinktober, Pink Heals, Wings Cancer Foundation, City of Hope, School of Rock, St. Jude Guitars of Hope, Imagine Child Hunger Campaign, Youth Villages Soup Sunday
- Formed relationships with local partners- creating packages, programs, and events with local partners such as Stax Museum, School of Rock, The Orpheum Theatre, Graceland, Elvis Presley Enterprises, Memphis Music Commission, MCVB, St. Jude Children's Research Hospital, and The Blues Foundation
- Responsible for company advertising and marketing campaigns- Organizing all radio and print advertising for company initiatives. Preparing radio scripts and creating print ads to begin marketing campaigns. Handled invoicing and payment to complete purchasing through budget.
- Booking and organizing live music events-Responsible for filling the live music calendar with events that correlate with company related initiatives. Some to highlight; New Year's Eve Hard Rock Guitar Drop, Hard Rock Rising Global Battle of the Bands, "Last Chance" Elvis Tribute Artist Contest, International Blues Festival, Imagine Child Hunger Campaign, and Pinktober
- Organize onsite tour routes and groups. Creating scripts and focal points to discuss company mission and support branding
- Managing company website and social media campaigns- Proficient in all areas of HTML coding, and social media advertising through Facebook, Twitter, Instagram, Four Square, HooteSuite, and Klout
- Organizing monthly sales budget- Reviewing monthly budget to properly manage and code marketing, collateral, radio, print, and sales initiatives
- Reporting to corporate team on sales overview and highlights- Sending weekly reports to corporate executives on sales, prospecting, marketing plans, partnerships, and highlighting accomplishments
- Proficient in Microsoft Word, Microsoft Office, Salesforce, Delphi and Powerpoint, Excel, Basic Adobe Photoshop, and HTML website coding.

REGIONAL ADJUSTMENT BUREAU: ADMINISTRATIVE ASSISTANT

September 2005-February 2012

- Executive relations-Working directly with company executives assisting in their day to day operations of meetings, client visits, scheduling, and messages
- Ensuring company security- Overseeing the security system, and monitoring all entrances to the building
- New hire process-assisted in scheduling interviews, new hire paperwork, and training schedules

- Shipping and receiving- managed all incoming and outgoing packages for the company
- Receiving and posting payments-received customer payments, and posted to customer accounts
- Assisting customers with their accounts-monitoring incoming calls, and assisting customers with questions regarding their accounts
- Greeting clients during site visits- handling client visits, and ensuring security compliance
- Overseeing and logging bankruptcies-receiving bankruptcy information, and logging information to customer accounts

EDUCATION:

MIDDLE TENNESSEE STATE UNIVERSITY: B.A ORGANIZATIONAL LEADERSHIP

2011- Current | Part-Time | Current GPA 3.6

Cordova High School: High School Diploma

Graduated 2004

CAREER

Completed 2 week training course at Hard Rock Atlanta in 2012

ACHEIVEMENTS:

Promoted to Sales & Marketing Manager from Sales Coordinator within the 1st year of employment 2013

Relocated for 1 month to help open and train relocation of Hard Rock Gatlinburg to Hard Rock Pigeon Forge April 2014

Completed "Walk This Way" Corporate Management course in May 2014

Awarded "Manager of the Quarter" for Madison Hotel 3rdQ 2015

REFERENCES:

AVAILABLE UPON REQUEST