

# MICHELLE SKINNER

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## EXPERIENCE

**Director of Sales and Marketing** | Great Plains Hospitality—Fargo, ND **2012—2018**

- Build and continually update websites for four restaurants, a catering company, and a hospitality management company
- Develop and send email campaigns promoting upcoming events and promotions
- Represent management company at tradeshow and networking events
- Manage Facebook pages for four restaurants and a catering company including posts, events, and ads
- Create graphic design including print advertisements, promotional pieces, Facebook posts, restaurant menus, and other pieces as needed

**Area Sales Manager** | Hilton Garden Inn—Kalispell and Missoula, MT **2008—present**

- Achieve a minimum of \$750,000 annually in group room and catering revenue
- Create and implement an annual business and marketing plan
- Organize and lead regional quarterly sales and marketing meetings to develop action plans
- Establish potential media buying opportunities and coordinate with properties for content and layout
- Professionally represent hotels on sales calls and at events and tradeshow
- Plan and host networking events for hotels

**Senior Sales Manager** | Hilton Garden Inn—Missoula, MT **2006—2008**

- Achieve a minimum of \$500,000 annually in group room and catering revenue
- Conduct sales calls to generate new clients and foster relationships with existing clients
- Coordinate with other departments to create a monthly newsletter for attached restaurant
- Create marketing pieces for hotel and attached restaurant
- Assist Director of Sales in establishing annual business and marketing plan

**Membership Director** | Montana Contractors' Association, Inc.—Helena, MT **2004—2006**

- Determine and implement association membership drives to solicit new members
- Represent association at networking events and at state, regional, and national conventions
- Organize and execute two annual 200 attendee conventions
- Design and coordinate printing and distribution of monthly member newsletter

## PROFESSIONAL ACHIEVEMENTS

Elected to Helena Chamber of Commerce Leadership Helena Program Steering Committee	<b>2018—present</b>
Selected to Convention Committee for Montana Lodging & Hospitality Association	<b>2018—present</b>
Selected to the Helena Chamber of Commerce Leadership Helena Program	<b>2017—2018</b>
Elected as Convention Committee Chair for Montana Lodging & Hospitality Association	<b>2014</b>
Elected to Montana Society of Association Executives Board of Directors	<b>2012—2018</b>
Elected to Montana Lodging & Hospitality Association Board of Directors	<b>2011—2015</b>
Awarded Montana Lodging & Hospitality Association Sales & Marketing Person of the Year	<b>2012</b>
Nominated for Gateway Hospitality Group's Carpe Diem Sales Award	<b>2012</b>
Elected as President of the Sales & Marketing Council of Montana Lodging & Hospitality Association	<b>2011</b>

"A girl should be two things: *class y* and *fabulous*."

~Coco Chanel