

KRISTINE SPENCE

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SENIOR DIRECTOR OF MARKETING

Deep understanding of marketing and sales strategies acquired over 20 year career that resulted in millions of dollars in new sales and revenue. Success achieved by effectively managing teams, applying technology, and understanding client needs. Passionate about growing revenue through effective marketing and sales strategies for long-term success.

PROFESSIONAL EXPERIENCE

American Hotel & Lodging Educational Institute, Orlando, FL **2000-Present**
Senior Director of Marketing 2010-Present

- Reported to Senior Vice President of Marketing for \$11 million dollar association
- Responsible for marketing team that generated \$2 million in e-commerce sales
- Managed website, social media, and e-mail campaigns resulting in an 89% increase in sales
- Increase of 192% in website visits after implementing a new strategy using Google Analytics, SEM, and SEO

Executive Assistant – CEO, EVP, and SVP Marketing 2007-2009

- Compiled reports for executive team and managed smooth transition to a new CEO

Coordinator – Sales and Quality Assurance 2000-2007

- Served as liaison between the sales, marketing, production, and IT departments

Walt Disney World® Resort, Levy Restaurants, Lake Buena Vista, FL **1996-2000**

Event Sales Manager

- Provided sales support for \$25 million restaurant group
- Responsible for increase of at least \$1.3 million in sales annually by developing relationships with local businesses and associations

Walt Disney World® Swan, Westin Hotel, Lake Buena Vista, FL **1994-1996**

Manager

- Responsible for daily operations of 750 room property
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EDUCATION

BS – Hospitality Management, Florida International University

AS – Hospitality Management, Daytona Beach College

CGSP – Certified Guest Services Professional

ORGANIZATIONS

Hospitality Sales & Marketing Association International, Central Florida **2014-Present**

Vice President of Education