

KRISTINE SPENCE, CGSP

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SUMMARY

Hospitality management professional with a diverse background to include experience in sales and marketing, product development, hotel operations, and food and beverage operations.

PROFESSIONAL EXPERIENCE

American Hotel & Lodging Educational Institute, Orlando, FL **2000-Present**

Senior Director of Marketing (2010-Present)

Responsible for the day-to-day tasks of brand management.

- Operate the department within the budgeted guidelines
- Prepare both long and short term marketing initiatives to produce product revenue
- Enhance, create and maintain e-commerce efforts and social media profiles across all channels
- Provide direction and assist in the development of all creative designs for catalogs, brochures, website, and advertisements for both print and digital
- Develop, implement and analyze e-mail marketing campaigns
- Investigate and analyze PPC & SEO opportunities and recommend modifications
- Work with training and development team on product packaging and time release of products

Executive Assistant to the President (2007-2009)

Administrative support to President & Chief Operating Officer and Executive Vice President.

- Prepared correspondence, contracts, reports and financial data
- Tracked production timelines and budgets
- Maintained schedules for executive team of 10 and coordinated travel arrangements

Quality Assurance Coordinator – Research and Development (2004-2007)

Project manager for print, video, and online learning products.

- Submitted request for proposals and bids to production companies
- Expedited video productions through internal team and third party vendors
- Implemented check list to ensure timely delivery of product
- Proofed and edited all print, video and online products

- Coordinated with marketing on packaging and time release of products

Sales Coordinator – Lodging Sales

(2002-2004)

Prepared proposals for prospective clients, reviewed contracts and filtered information to internal team for delivery of content resulting in \$1 million in annual sales.

- Coordinated all aspects of trade shows from registration, product ordering, and shipping, to scheduling for staff in attendance; participated when needed
- Tracked department sales and monitored quotas on a monthly, quarterly and annual basis
- Liaison between production and marketing departments on custom orders
- Assisted marketing with print collateral and e-commerce

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Class Coordinator – Certification Department

(2000-2002)

Responsible for organizing certification review examination workshops.

- Secured facilitators, prepared contracts, and verified instructor travel expenses
 - Created promotional flyers and worked with sponsor to increase attendance
 - Reviewed applications and enrolled workshop participants
 - Promoted from Certification Associate
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Levy Restaurants, Walt Disney World® Resort, Lake Buena Vista, FL **1996-2000**
Event Sales Manager

Provided sales support for \$25 million restaurant group resulting in over \$1.3 million in annual sales.

- Coordinated leisure and convention bookings for groups of 20-1000
 - Prepared strategic sales plan and budget
 - Processed banquet event orders and worked with internal teams to execute event details
 - Developed relationships with local meeting planners and attended industry networking events
 - Maintained client database, sales kit materials and menu collateral
 - Promoted from Sales and Marketing Coordinator
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Walt Disney World® Swan, a Westin Hotel, Lake Buena Vista, FL **1994-1996**
Front Desk Supervisor/Resort Night Manager

Hotel operations supervisor with direct report to Front Office Manager and General Manager.

- Supervised front desk, switchboard, and bell stand
- Compiled occupancy reports, performed night audit functions and completed daily reports
- Updated availability of hotel rooms based on forecast
- Handled guest and employee situations to exceed guest satisfaction
- Assisted in employee scheduling and reviews

- Promoted from Front Desk Agent
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EDUCATION

Florida International University, Miami, FL 1991
Bachelor of Science *Hospitality Management*

Daytona Beach College, Daytona Beach, FL 1989
Associate of Science *Hospitality Management*

ORGANIZATIONS

Hospitality Sales & Marketing Association International 2014-Present
Vice President of Education, Central FL Chapter

- Confirm speakers on industry trends and topics; and manage social media platforms
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COMPUTER SKILLS

Microsoft office, Ektron 9.0, Lyris HQ, JOMAR, Google analytics, Hootsuite, basic HTML