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## Summary of Qualifications

- Dynamic Director of Sales with over eight years of experience and a proven track record of elevating revenue and exceeding group goals through strategic leadership and innovative sales approaches.
- Adept at fostering strong client relationships and orchestrating seamless event experiences.
- Expertise in identifying growth opportunities, collaborating across departments, and orchestrating successful sales processes from inception to closure.
- Skilled in creating promotions, leading teams, and delivering consistent results in fast-paced, customer-centric environments.

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## Skills

- Sales Software Proficiency: Delphi, Salesforce, Agency360, SalesPro
- Office Suite Proficiency: Google Docs, Sheet, Slides, MS Word, PowerPoint, Publisher, Excel
- Hotel Management System: Opera PMS, Galaxy Light Speed, and OnQ PMS
- Multilingual Communication: Fluent in English and Indonesian; conversant in Mandarin

## Professional Experience

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### Hotel Indigo Flushing LaGuardia

**Director of Sales**, Flushing, NY

September, 2023 –  
Current

- Successfully drove revenue growth by surpassing 2024 contribution goals by \$1M in the second quarter with a notable achievement of exceeding the Q2 target goal by over \$300K.
- Successfully signed a two year agreement with US Tennis Association Group for years 2024 and 2025 with over \$1M of Revenue.
- Successfully signed a one year agreement for 2024 Airlines crew with revenue of \$1M.
- 25% increase in Business Transient and Local Company clientele.
- Leveraged the Arrival report as a potent instrument to uncover additional business transient possibilities and their associated booking agencies.
- Initiated weekly status meetings to transparently communicate revenue growth, foster team alignment, and drive collective success.
- Developed and executed strategic promotions across various platforms, including monthly, quarterly, and "need dates" campaigns, to enhance visibility and attract a diverse clientele.
- Masterfully managed the sales process from lead identification and qualification to negotiation and deal closure, consistently delivering superior outcomes.

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### The Collective Paper Factory Hotel

**Director of Sales**, Long Island City, NY

May, 2021 – August,  
2023

- Successfully drove revenue growth by surpassing annual group contribution goals, with a notable achievement of exceeding the target by \$250K in 2022 and \$50K in 2021.
- Strategic Leadership and Goal Attainment: Instrumental in achieving the 2023 Group's Q2 goal in terms of group contribution and meeting room targets, reflecting an unwavering commitment to results-driven leadership.
- Business Expansion and Client Engagement: Realized a remarkable 25% increase in Business Transient and Local Company clientele, demonstrating exceptional prowess in identifying and cultivating new business opportunities.
- Leveraged the Agency360 report as a potent instrument to uncover additional business transient possibilities and their associated booking agencies, thereby expanding our influence within the competitive landscape.

- Event Coordination and Client Liaison: Spearheaded the seamless orchestration of meetings, conventions, and events, ensuring client satisfaction through meticulous coordination of services and production of accurate BEOs and Convention Resumes.
- Transparent Communication and Collaboration: Initiated weekly status meetings to transparently communicate revenue growth, foster team alignment, and drive collective success.
- Strategic Planning and Promotion: Developed and executed strategic promotions, including monthly, quarterly, and "need dates" campaigns, across various platforms to enhance visibility and attract a diverse clientele.
- Holistic Sales Management: Masterfully managed the sales process from lead identification and qualification to negotiation and deal closure, consistently delivering superior outcomes.
- Innovative Resource Allocation and Planning: Successfully directed resource allocation, forecasting, and strategic planning for new business ventures, showcasing adept decision-making and resource optimization.
- Expertise in Client Qualification: Thoroughly assessed and qualified leads and sales opportunities, ensuring efficient utilization of time and resources.

December, 2019 –  
March, 2020

### **Marriott Courtyard Times Square and Marriott Residence Inn Times Square** **Area Sales Manager**, New York, NY

- Accomplishments: Successfully secured Group business for the Tour Series spanning from 2020 to 2021, resulting in revenue exceeding \$1 million.
- Sales Initiatives: Proactively initiated outreach efforts to local businesses, cultivating valuable connections and opportunities within the community. Skillfully engaged with global accounts, consistently exploring potential new business prospects across all Business segments.
- Lead Generation and Client Relations: Employed a strategic approach to sourcing new accounts, ensuring a diverse portfolio of potential clients for sustained growth. Identified promising targets through astute market research and industry analysis, enabling effective lead generation.
- Rekindling Past Opportunities: Demonstrated a proactive approach by re-soliciting past business leads, reviving potential opportunities for revenue growth. Employed various engagement strategies such as personal meetings, luncheons, receptions, and regular on-site interactions.
- Consistent Engagement: Committed to maintaining a high level of engagement, meeting with clients daily, weekly, and monthly. Leveraged frequent interactions to foster rapport, address client needs, and provide exceptional service.

December, 2018 –  
December, 2019

### **Holiday Inn Express Times Square South** **Senior Sales Manager**, New York, NY

- Spearheaded a remarkable 25% surge in group production within three months
- Not only met but surpassed the annual group goal in 2019, showcasing exceptional dedication and performance.
- Successfully secured bookings for the 2019 Group business for the Tour Series, generating substantial revenue exceeding the \$1 million mark.
- Proactively engaged with local companies and global accounts, effectively identifying and capitalizing on new business prospects across diverse market segments.
- Demonstrated swift responsiveness to leads via Lanyon during the competitive RFP season, strategically harnessing business transient opportunities.
- Leveraged the Agency360 report as a potent instrument to uncover additional business transient possibilities and their associated booking agencies, thereby expanding our influence within the competitive landscape.
- Orchestrated the preparation and adept management of a comprehensive Sales & Marketing Budget, optimizing resource allocation for maximum impact.

- Pioneered a weekly Sales and Revenue Strategy meeting, fostering collaborative discussions on critical facets such as pricing strategies, yield management, market dynamics, and lead generation.

## Aloft and Ibis New York LaGuardia Airport Hotels

**Senior Sales Manager**, East Elmhurst, NY

January, 2018 –  
December, 2018

- Surpassed expectations by securing bookings for the 2018 group business that exceeded the budget by an exceptional \$500K, underscoring exceptional negotiation and client relationship skills.
- Notably, achieved and surpassed budget targets by an impressive 219 room nights and a substantial \$76K in room revenue, highlighting a keen focus on revenue optimization and operational excellence.
- Fostered strategic partnerships with key entities such as the Queen's Chambers of Commerce, NY Mets, Accommodation Plus International, and LAMCO, amplifying both hotels' visibility and appeal through synergistic collaborations.

## Washington Jefferson Hotel

**Director of Sales**, New York, NY

May, 2017 – January,  
2018

- Skillfully managed local and national accounts through adept negotiation and strategic oversight, ensuring mutually beneficial agreements.
- Proactively conducted comprehensive market research across various segments, including Corporate, Leisure, Tour & Travel, SMERF, Government, and Sports & Entertainment, employing methods such as cold calling, creative promo flyer development, and targeted sales calls.
- Formulated and executed a meticulously crafted strategic blueprint, driving the achievement of ambitious sales targets and expanding the hotel's customer base.
- Innovatively introduced amenities tailored to hotel customers, effectively boosting revenue streams and enhancing guest satisfaction.
- Engineered a revitalized Sales Team system, introducing an improved proposal structure, revamped contracts, enriched hotel sales kits, and streamlined workflows for Sales Coordinators. Additionally, implemented the Delphi system as a potent sales tool.
- Assembled a comprehensive competitive setlist through rigorous research, on-site visits to neighboring hotels, and a thorough analysis of their strengths and weaknesses.
- Concluded property site inspections with finesse, hosted clients with genuine hospitality, and actively participated in weekly revenue meetings, showcasing a well-rounded commitment to operational excellence.
- Fostered collaborative partnerships with clients, dedicating effort to comprehending their unique business needs and objectives, resulting in tailored solutions and strengthened relationships.
- Effectively communicated the hotel's value proposition through compelling proposals and engaging presentations, ensuring a clear understanding of the benefits offered.
- Produced insightful reports, including but not limited to Productivity Reports, Weekly Plans, and Sales Call Reports, providing a data-driven foundation for strategic decision-making.

## Aloft Brooklyn Hotel

**Sales Manager**, Brooklyn, NY

November, 2015 –  
May, 2017

- Cultivated enduring partnerships with key clients, ensuring a consistent stream of group revenues.
- Achieved a remarkable 12% year-over-year increase in group production during 2016, a testament to astute market insight and strategic planning.
- Demonstrated exceptional performance by attaining but surpassing the 2015 goals in numerous months, including January, February, March, April, May, June, and November, achieving well over 100% year-over-year growth in 2016.

- Aggressively harnessed strategic relationships within the market for assigned market segments, surpassing the ambitious \$900,000 annual group goal by an impressive \$405K in 2016, focusing on a 176-room, select brand property.
- Skillfully identified business prospects within the market and effectively seized market share from direct competitors, demonstrating a proactive market presence.
- Orchestrated monthly sales blitzes, successfully expanding the portfolio of corporate accounts and tapping into new revenue streams.
- Achieved an impressive 25% year-over-year increase in corporate and LNR (Local Negotiated Rates) production during 2016, showcasing adept negotiation and client management capabilities.
- Utilized the Agency360 report as a powerful tool to unearth supplementary opportunities within the business transient realm alongside their corresponding booking agencies. This strategic approach significantly broadened our reach and impact within the fiercely competitive market.
- Held the pivotal responsibility of negotiating and overseeing all local accounts and national agreements throughout the RFP process, ensuring advantageous terms and conditions.
- Crafted, evaluated, and presented comprehensive annual Marketing Plans and budgets, quarterly action plans, and weekly pacing reports to the owner and management teams.
- Devised and executed a meticulous strategic blueprint, instrumental in achieving ambitious sales targets and broadening the hotel's customer base.
- Prepared a range of detailed reports, including but not limited to Productivity Reports, Weekly Plans, Sales Call Reports, Market Share Analyses, and Forecasts, fostering informed decision-making and planning.

May, 2015 – October, 2015

## Hotel Indigo Brooklyn and Aloft Brooklyn Hotel Complex Sales Coordinator, Brooklyn, NY

- Handled all incoming and outgoing correspondence for DOSM & Sales Manager
- Performed any other reasonable duties as required by the DOSM and Sales Manager
- Prepared group proposals and contracts for clients and input all information through STS

## Education

**Bachelor's Degree in Business Management**, *Tarumanagara University*, Jakarta, Indonesia  
**Major: Travel, Tourism, and Hospitality Management**, *LaGuardia Community College*, Long Island City, NY

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