

# Sarah Smith

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## SENIOR EXECUTIVE ~ SALES & MARKETING

HOSPITALITY | TOURISM | MEDIA | COMMUNICATIONS

*People don't want to be "marketed TO"; they want to be "communicated WITH" — Flint McGlaughlin*

Creativity, a "can-do" attitude and a pragmatic business focus underpin a successful twelve-year career that has progressed from entry-level sales and marketing engagements to an integral management team member driving business expansion, brand awareness, and revenue growth. A sense of urgency and accomplishment underscore the success of projects from winning acceptance for cultural change, through ramping up sales and marketing efforts, snaring and nurturing influential contacts, and developing that "one of a kind" marketing campaign. An acknowledged "fire-fighter" and leader; expert in delivering new ideas, capitalising on opportunities, and delivering results.

### VALUE OFFERED

- Strategic Sales and Marketing
- Budget Administration
- Team Leadership and Direction
- Client Relationship Management
- Market Campaign Design and Implementation
- Strategic Alliance Building
- Public and Media Relations
- Global Market Penetration
- Marketing Collateral
- Major Account Management
- Supplier Negotiations
- Business Development and Expansion
- Multi-site Operational Management

### BENCHMARKS | MILESTONES

*Selected Revenue Contributions and Initiatives Yielding Outstanding Results:*

Tourism Market	\$9,000,000.00
Hotel Concierge Referrals	\$480,000.00
Largest "One-Off" Dinner	\$100,000.00
Melbourne Cup Day Lunch	\$150,000.00
Average Spend Increases	25%

- Infrastructure Development:** Instrumental in transforming a greenfield building site into a dynamic restaurant powerhouse that has expanded exponentially over 7 years through a combination of strategic alliances, innovative marketing, flexible operational structure, and brand awareness.
- Creative Marketing:** For a \$30 million a year restaurant business, assumed full creative and management-control of marketing campaigns. Designed and authorised newsletters, trade show booth designs, corporate function and special event brochures, radio advertising, and website presence.
- VIP Account Management/Business Development:** Snared and managed major business accounts with leading businesses worldwide including KPMG, Ernst & Young, Price WaterhouseCoopers, Fairfax, Deutsche Bank, BT, AMEX, and more.
- Market Penetration:** Personally developed tourism business contributing \$9 million annually.

### CAREER SUMMARY

GEOVANIS RESTAURANT GROUP	6/1998–Present
<b>Marketing Manager/Business Development Manager</b>	
TRAVEL HOSTS PTY LTD	1996–1998
<b>Inbound Operations Supervisor</b>	
DESERT OUTBACK RESORT	1994–1995
<b>Sales &amp; Marketing Coordinator</b>	

## EMPLOYMENT NARRATIVE

### GEOVANIS RESTAURANT GROUP

6/1998–Present

#### Marketing Manager/Business Development Manager

**Company Profile:** Sydney's most successful restaurant group. **Report to:** Managing Director.

**Direct Reports:** 5 (Sales and Marketing Account Executives, Customer Service Coordinator, and outsourced PR Consultant).

**Sales and Marketing Budget:** 1.5% of annual turnover for sales, marketing, communications, HR, and outsourcing.

**Summary:** Combined operations and business development role driving business growth and expansion. Prioritise and delegate work, set and review salaries, motivate and recruit staff, instigate training, and drive succession planning.



Drove phenomenal growth over seven-plus years—as the first employee hired during the greenfield phase of what was to become the critically-acclaimed *Nicks Seafood Restaurant* at Cockle Bay Wharf. From humble beginnings equipped with a still-in-the-box computer and space allocated in the builder's site office, assumed the role of developing potential clients, partners, and marketing the new 'brand' to industry organisations, while simultaneously developing the administrative infrastructure to support the operation.

Today, the business employs 500 and generates \$30 million annually—and as the Marketing and Business Development Manager, continue to deliver new visions solid profit margins.

#### Key Contributions:

- Acknowledged for personally developing tourism business contributing \$9 million annually. Relationships with Tourism New South Wales, Tourism Australia, and the Sydney Harbour Foreshore Authority—each with visiting journalist programs—served to optimise PR coverage.
- Delivered \$120K in annual savings by eliminating outsourced graphic design agency. Employed a part-time graphic designer and negotiated attractive deals for bulk printing of menus and marketing with independent printers.
- Instigated and steered a cultural change program of accountability. Mentored staff to challenge, exploit and draw upon existing strengths of creativity and initiative, and created weekly staff feedback and reporting sessions to pinpoint and reward greatest contributors.
- Key negotiator on all major advertising and promotional campaigns. Secured value-added services including as editorials, prominent placement, and attractive pricing with print and electronic media.
- Assumed full creative and management-control of marketing campaigns. Successes include new menu changes across five restaurants, a 6-page newsletter distributed to 10,000 customers, e-newsletters, trade show booth designs, corporate function brochures, special event brochures, and radio advertising copy.
- Snared and managed major business accounts with leading businesses worldwide. Drew upon vast database of satisfied corporate customers including KPMG, Ernst & Young, Price WaterhouseCoopers, Fairfax, Deutsche Bank, BT, AMEX, and more to sustain seating capacity 7-days a week.
- Developed relationships with hotel concierges from top establishments delivering referrals of more than \$480K annually.
- Personally secured the largest one-off event for dinner of \$100K.
- Secured editorial coverage in major newspapers locally including the Sydney Morning Herald and the Melbourne Age, and international media attention in print and electronic media.
- Increased average customer spend by 25% through enriched staff training, menu design, daily specials, and ongoing collaboration with the management team.
- Capitalised on the success of major festivals and events to boost brand awareness. Successes include \$150K lunch revenues for Melbourne Cup Day, "Greek Night" during the Greek Festival of Sydney, Sydney Festival, Darling Harbour Jazz Festival, Sculpture by the Sea, and the Royal Easter Show.

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## EMPLOYMENT NARRATIVE

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TRAVEL HOSTS PTY LTD  
1996–1998

### **Inbound Operations Supervisor**

*Company Profile:* Specialists in professional conference organisation. Division specialised in conference touring, incentive travel, and special interest programs. *Reported to:* General Manager. *Direct Reports:* 10.

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Steered full lifecycle of VIP accounts—from initial concept development, through proposal, negotiations and program implementation—while simultaneously elevating the company’s “brand” across the tourism and conference sectors worldwide. Daily operations included recruiting and training new staff, producing marketing collateral, preparing revenue forecasts, and presenting client familiarisation tours.

- Snared more than 100 accounts in the lucrative incentive travel market and volume business. Efforts delivered more than \$900K in bottom-line revenues in just 2 years.
- Fine-tuned systems to enable improved filtering and presentation of financial information that vastly elevated the quality of market analysis for management decision-making.
- Personally engaged, and continued to develop, a group of international representatives to effectively and expediently conduct promote business services in the competitive markets across the USA and UK.
- Secured new programs for use in Australia through proactive representation at local and overseas tradeshows.

DESERT OUTBACK RESORT  
1994–1995

### **Sales & Marketing Coordinator**

*Company Profile:* Multi-award-winning, 5-star hotel and resort catering to 140,000 guests annually in unique world heritage surrounds. Market leader in tourist and conference facilities. *Reported to:* Resort PR Manager.

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Drove a full calendar of sales and marketing initiatives, aiming to maximise exposure and elevate the reputation of the resort facilities across the tourism industry. As the operational marketing component aiming to transform Sydney-based strategies into a Red Centre reality, facilitated visits by VIPs from federal and state tourism authorities, welcomed international dignitaries, influential print and electronic media representatives, and key travel industry partners keen to gain deeper understanding and appreciation of the eco-tourism experience.

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## EDUCATION | TRAINING

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### **Diploma in Tourism Management**

Adelaide College of TAFE

*Training:*

Xplore Career Resiliency for Women ▪ Rogen Effective Negotiation

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## REFERENCES

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Available on Request

*“What we call results are beginnings”*

— Ralph Waldo Emerson

## Strategy for Sarah Smith

As this is an international résumé written for a country outside the United States, the following criteria was observed:

Paper size: A4 (210 mm x 297) mm.

Spelling: Australian English (words different from US include: organise, specialise, centre, colour, defence).

Size/length of résumé: 3 to 6 pages considered the norm for an Australian résumé.

### Summary:

Despite having just 4 years of experience post-graduation from the equivalent of a community college in Australia, Sarah “fell” into the opportunity of lifetime when she joined Geovanis Restaurant Group in 1998. Then just a “dream” of the proprietor with the restaurant undergoing construction, Sarah had no inkling that the restaurant group would expand exponentially into a group of prestigious restaurants on Sydney’s most expensive real estate—offering Sarah the chance to grow her skills as the business continued to develop both in reputation and in size of the operation.

8 years later, Sarah has been at the forefront of all revenue growth initiatives that have made the company what it is today, and is now seeking the next challenge of her career. Acutely aware that she no longer wants to be in a hands-on restaurant role and at the mercy of long hours associated with the restaurant trade, Sarah wants to align her expertise to related areas such as travel, tourism, media and or communications in a sales and marketing executive or PR engagement; all areas she have complemented her role since 1998.

### Strategy:

Set the scene for the journey Sarah wishes to travel by placing a banner, “Sales and Marketing Executive”, and indicating the type of industries she’s qualified to enter. Followed that with a power statement that created a compelling picture of her expertise in brand management, marketing, and line management that would position her for the type of role she sought.

A key word summary followed highlighting her expertise in one area.

The Benchmarks and Milestones area was a unique selling point for the résumé. I wanted to create a first page that a recruiter could immediately get a feel for who Sarah was and where she was heading, and a taste of what she had achieved. If I could win the recruiter over with a full view of Sarah’s career on page one, I felt the recruiter would be more engaged to keep the pages turning. Consequently the Benchmarks and Milestones area was a fairly large commitment to space—with at its centre, a telling table that demonstrated in pure numbers, Sarah’s contributions to diverse areas over the past 8 years.

Following were four key points that highlighted her expertise in the areas considered her “best bet” for securing a role in an aligned market: marketing, accounts management, infrastructure development, and revenue growth.

A summary of the jobs Sarah had held throughout her career followed, ensuring page one had become a one-page résumé if necessary, or a condensed overview that would provide the impetus for the reader to turn the page.

Page two concentrated on the past eight years entirely. Due to international résumés having the freedom to extend to any length, I was able to adequately tell Sarah’s story without concern to space and size. As such, I devoted a couple of opening paragraphs to setting the scene. There was no strategy when she began the role as the company’s first employee. There was no building or computer system. It was important to show just how instrumental she was in creating the business from the ground up, leading to its expansion and success.

Page three simply touched on previous roles, and followed with education. “References Available” is a phrase still commonly used in Australia (although no longer popular in US resumes), and I ended the résumé on a high note quoting Ralph Waldo Emerson in a quotation suitable to Sarah’s philosophy.