

Jackie Franklin
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QUALIFICATIONS: Successful and seasoned leader with over with over 20 years in corporate sales, marketing and management experience. High-energy, sales-oriented personality that will drive top-line revenues. A motivated professional who sets goals and objectives with a track record of hard work great relationship sales and accountability.

Highlights

Exemplary business communication and time management skills
Strong sales closer
Exceptional networking skills to meet with high level management as well as support staff for future business
Listener
Ability to identify and resolve problems in a timely manner
Devise and implement strategies to jump start sales/marketing program
Organize training for property level sales leaders and managers

Professional Experience

101 Concepts Restaurant Group Director of Sales and Catering December 1, 2017 to August 2018

- Responsible for developing the first group sales program for nine restaurants by integrating software, creating a client database and developing marketing strategies for customer events and client loyalty programs
- Served a diverse clientele, including corporate clients, business owners, social clients and meeting planners
- Built revenue streams by capturing a client base through extensive networking with associations, convention bureau membership, tradeshow and chamber of commerce
- Devised a reporting system for group events of each restaurant sharing weekly, monthly and quarterly group revenue and growth in a new sales program.
- Always make sure to set an example through professional, friendly attitude towards clients and restaurant team, always insure a timely response to clients about any questions or possible upcoming business.

Fogo de Chao Restaurant Sales and Marketing Manager October 2014 to December 2017

- Responsible for sales as well as corporate marketing and branding
- Develop marketing campaigns to increase footprint and exposure with a large return on investment
- Increased group revenue by 10% throughout the past 3 years

- Direct, train, coach and motivate service team to meet and exceed annual goals
- Coordinate pertinent information related to all group events and maintained strict timelines for information exchanged between clients, restaurant managers and chefs
- Exceeded budgeted annual revenue goal by finding new markets, giving effective presentations and by persistent negotiations with prospective clients.

Atlanta Convention & Visitors Bureau
National Sales Manager
February 2004 to October 2014

- Develops strategic sales plans to accommodate goals.
- Travels extensively in to markets to promote Atlanta by sales calls and attending MPI/ ASAE meetings
- Completes and implements a marketing plan to achieve goals
- Maintains a strong community involvement with charitable events, restaurants and hoteliers
- Insure proper sales strategies to maximize quarterly and annual numbers
- Maintained for 9 years 100% of my goal for NE and SE Market. Last year's goal 100,000 room nights
- Makes presentations to planners and executive teams
- Heavy prospecting to gain market share
- Developed corporate and association markets for in house sales / 1200rms or less on pk
- Works directly with all hotels and venues and restaurants in the Atlanta area and maintains strong relationship with sales people to maximize sales efforts with planners

Georgian Terrace Hotel (Atlanta, GA)
National Sales Manager
September 2001 to December 2003

- Worked Corporate local market and NE Market
- Developed CMP strategies for new hotel conference center
- Worked with management company to develop sales goals to meet budget after renovation
- Assisted in defining competitive market(s) and defining competitive sets and their relevance to other hotels in the city based on current/future market conditions and market/industry changes and fluctuations.
- Maximize sales efforts by face to face sales calls in local market and traveling to NE market focusing on corporate and association meetings

Omni Hotel (Houston, TX)
National Transient Sales Manager
November 1997 to August 2001

- Developed over 80 corporate accts in 300rm 5-star property
- Maximized rooms budget by increasing rates by 10% after renovation
- Booked and exceeded quota of 800,000 annually for transient city wide
- Managed all annual contracts did all proposals w/planners and agents
- Traveled to NE to meet w/ corporate contacts who managed account to discuss any concerns about account

Education

Texas A&M Bachelor Degree

Hospitality Involvement

Atlanta MPI

Greater NY MPI

HSMIA Greater NY Chapter

New England MPI

Carolina's MPI

NACE

NYASAE

SITE

Local Involvement 2017-2018

Atlanta Convention and Visitors Bureau

Visit Sandy Springs

Cobb Tourism

Buckhead Bucks Networking

Atlanta Society of Meeting Planners

Concierge Society of Atlanta

Georgia Association of Meeting Planners

Charities/Volunteer

Make a Wish

March of Dimes

Share our Strength

United Way