



KELLI N. CRANNELL

SUMMARY OF QUALIFICATIONS

- Over fifteen years of diverse hospitality experience with a strong knowledge of hotel operations
- Develop new business and communicate effectively with all departments on event details that are relevant to each department
- Develop and cultivate business partnerships to ensure customer loyalty and repeat business
- Consistently exceed monthly solicitation and outside sales call goals
- Highly successful at finalizing business while maximizing guest rooms, banquet space and food & beverage revenues to exceed goals.
- Exceptional communication and customer service skills
- Excellent organizational skills

EXPERIENCE

PANETIERE MARKETING ADVISORS

Hotel sales and catering consultant and project manager.

DENVER, CO

February 2007 to present

Projects include telemarketing sales calls to increase visibility of hotel and resort clients and increase new business. Clients include new business development for Langham Hotels and Carino Collection. Other clients include Woodfin Suite Hotels, conducting shop calls and Destination Hotels & Resorts for Skamania Lodge in new business development.

RADISSON HOTEL LOS ANGELES WESTSIDE

The Radisson Hotel Los Angeles Westside has 371 guest rooms and over 20,000 square feet of indoor and outdoor meeting space. Annual catering revenues exceed \$3 million.

CULVER CITY, CA

Director of Catering

February 2004 to January 2005

Implement marketing plan and strategic office deployment for annual catering revenues of \$3 million. Maximize revenues for 20,000 square feet of function space. Create new food and beverage concepts of up selling and training of three Catering Sales Managers. Responsible for weekly and monthly catering forecast. Service and build relations for all VIP groups and Convention Services. Actively participated in the National Association of Catering Executives (NACE) local chapter.

Senior Catering Manager

August 2003 to February 2004

Markets included social, weddings, reunions, anniversaries, religious, educational, and convention services. Responsible for VIP events and large groups. Strong prospector and solicitor to grow new business. Assisted the Director of Catering in hiring, schedules, menu planning, theme dinners, wine tasting, and guest response training. Involved with community activities and organizations.

DOUBLETREE HOTEL ONTARIO

ONTARIO, CA

The Doubletree Hotel Ontario is owned and managed by Hilton Hotels Corporation. This 484-room property, with 25,000 square feet of meeting space, has annual revenues of \$20 million and catering revenues that exceed \$5 million. The forecasted group room actuals for 2003 was 40,000

Catering Manager

June 2002 to August 2003

Responsible for Corporate catered functions of 75 people or greater from origination to execution, including the delegation of responsibilities. Worked on a consistent basis with sales team to generate new business and maintain contact with present accounts. Responsible for handling customer complaints and rectifying problem situations. Responsible for soliciting new catering accounts, entertaining and maintaining relationships with existing accounts to meet and/or exceed food and beverage revenue goals. Oversee client functions to ensure customer satisfaction. Assisted in coordination of Southern California Region sales blitz. Actively participated in the National Association of Catering Executives (NACE) local chapter.

Executive Conference Manager

May 2001 to June 2002

In my capacity of Executive Conference Manager I was solely responsible for booking, generating and executing proposals, contracts and banquet event orders for all clients. Responsible for all markets with up to 20 rooms per night and up to 75 people for conference needs. Exceeded group room revenue goals by 125% and catering goals by 140% in the first trimester of 2002. Consistently exceeded monthly group room night, catering food and beverage, as well as room rental and ancillary revenue goals. Responsible for maintaining strong visibility in local community organizations to develop new business. Quoted rate and booked space independently, based upon guidelines provided by the Director of Sales and Marketing. Monitored competition for target accounts.

Executive Administrator

September of 1998 to May 2001

Reporting directly to the General Manager and Executive Committee of seven. Responsible for confidential reports, budgeting, marketing, bonus dispensation and performance reviews for upper management. Systematized daily budget update and month-end reports. Calculate catering and sales revenues generated to establish projected budgets.

DOUBLETREE HOTEL PASADENA

PASADENA, CA

Office Manager

December 1995 to September 1998

Reported directly to the General Manager and supervised a staff of five Sales & Catering Administrative Assistants. In this capacity I worked closely with the Executive Committee handling all administrative duties for this committee of six. Attended Executive Committee Meetings and Owner's Meetings. Played an integral role in the annual budget process and final presentation.

BROWNING-FERRIS INDUSTRIES, INC.

SUN VALLEY, CA

Meeting Planner

January 1989 to December 1995

Logistics Analyst

March 1987 to January 1989

- Coordinated and organized all on-site and off-site training sessions for the Western Region Environmental Health and Safety Division.
- Responsible for the planning and implementation of staff and all logistics for our National Tradeshow, including marketing and pre-mailers to prospective clients.
- Solely responsible for the successful execution of our National Annual Truck Rodeo which was held at the Rose Bowl. Secured lodging, air travel, and ground transportation needs for over 600 attendees who traveled from all over the country.
- Creating and organizing all presentation material for all Western Region meetings.

- Liaison between travel agency and Regional Managers in respect to all travel.
- Implemented and maintained Regional Video library and EPA, OSHA, and DOT reference library.

HONORS

Nominated for Excellence in Sales & Catering ~ First Trimester 2002
Employee of the 3rd Quarter, 2000
CARE Committee President, 1999 and 1996
Employee of the Month, March 1997

SYSTEMS EXPERIENCE

Delphi 8.0, Microsoft Word, Excel, PowerPoint, Outlook, and System 21

TRAINING

Hilton Sales College/Customer Focus Selling ~ Received a 93% on Final Examination
Hilton "Own The Zone" Workshop

EDUCATION

CITRUS COLLEGE
Business Administration

COVINA, CA