

Charlene “Charley” Carter

Professional Experience

Panetièrè Marketing Advisors **2008-present**

Temporary staffing and task force as Director of Sales, Director of Catering, Catering Manager and Senior Sales Manager. Also works on strategy, marketing plans, sales audits, budgets, team deployment and training. Experience in IBT and the group markets of corporate, association, and SMERF. Specific experience and strong contacts in the SE Corporate Market and SE Regional Associations and National Associations. Assignments include temporary Senior Sales Manager for Destination Hotels & Resorts at The Shores Resort & Spa in Daytona Beach, FL.



Atlanta Technical College **2003-present** Instructor of hospitality course for line level employees.

The Hospitality Group, Atlanta, GA **1998-2004 and 2005-present** *Sales and Marketing Consultant – Director of Sales, Sr. Sales Manager*

- **Clients include:** The Regency Suites, Atlanta, GA; Radisson Hotels; Guest Quarters Hotels; Doubletree Hotels; Sheraton Hotels; Marriott Hotels
- Telemarketing, outside sales calls, feeder city solicitation calls
- Sales department analysis and strategy
- Orchestrate hotel pre-openings, conversions, executive management placement, diversity and motivational training for front of the house and back of the house departments
- Develop company standard operational procedures (SOP) for sales/marketing and operational training manuals
- Implement e-marketing programs
- Develop Property Specific Marketing and Action Plans for future revenue growth
- General Assessment and Recovery of Distressed Hotels

The Hilton Atlanta, Atlanta GA **2004-2005** *Senior Sales Manager*

1,226 rooms and 115,000 square feet of meeting space. Responsible for national and regional association market and corporate group of 600 room nights and higher. Consistently exceeded goals and provided leadership to sales team. Extended on contract basis for 4 months.

- Sumner Suites Hotel - Atlanta Airport, Atlanta, GA** **1996 - 1998**
Director of Sales and Operations
 Served as Director of Sales and General Manager for this 80-room airport all-suite hotel.
- Embassy Suites- Atlanta Airport, Atlanta, GA** **1993 - 1996**
Director of Catering from 1993-1995
Director of Sales from 1995-1996
- Wyndham Garden Hotel –Perimeter, Atlanta, GA** **1990 - 1993**
Director of Catering
- Guest Quarters Hotel – Perimeter, Atlanta, GA** **1988 - 1990**
Management trainee. Worked in front office, food and beverage outlets and catering.
Acting Director of Catering for final year.
- Inter-Continental Hotel-Buckhead, Atlanta, GA** **1987 - 1988**
Management Trainee

Education

Fort Valley State University, Fort Valley, GA
 Armstrong State University, Savannah, GA
 South College, Savannah, GA (hotel management)

Honors

President Club Award Winner (Wyndham Hotels)
 Manager of the Quarter (Wyndham Hotels)
 Employee of the Month and Year (Guest Quarters Hotel)
 Who's Who among Executive Women

Organizations

GBTA (Georgia Business Travel Association)
 NAFE (National Association of Female Executives)
 MPI (Meeting Planners International)

Certifications

Certified Hospitality Trainer
 Train the Trainer
 Building Sales Results
 Exceeding Customer Expectations
 Leadership over Management
 100% Satisfaction Guarantee