



Kara Latham

PROFESSIONAL EXPERIENCE:

Panetièrè Marketing Advisors, Denver CO

July 2008 – present

Projects include: Internet Reputation Management and New Business Development for Avenue Hotels, Chicago, IL; New Business Development for Sage Property - Hotel Baronette, Novi, MI.; New Business Development for Doral Arrowwood, Rye Brook, NY. Virtual Sales and Marketing Team Senior Sales Advisor.

**Soho and Tribeca Grand Hotels, New York NY
Senior Sales Manager**

Feb 2002 – Sep 2002

- Responsible for both IBT and group business
- Handled entertainment, cosmetics, arts, fashion, pharmaceutical, legal markets
- Helped to expedite product launches for celebrities
- Hosted several travel agent appreciation events
- Traveled to Los Angeles to call on current and prospective clients, and throughout New York City

**The Ritz-Carlton New York, Battery Park, New York, NY
National Sales Manager**

Aug 2001 – Dec 2001

- Responsible for developing group marketing plan for a new hotel
- Responsible for prospecting, negotiating, contracting group business
- Developed sales initiatives, mailings, and brochures informing new prospective clients of hotel

**The Pierre, Four Seasons Hotel, New York, NY
Total Account Sales Manager**

Dec 2000 –Jul 2001

- Responsible for developing group and individual business travel
- Primarily handled the entertainment and pharmaceutical markets
- Exceeded group goal by 48% of annual goal, in a 7 month period
- Developed training program for administrative sales assistants to prepare them for a manager position
- Hosted several FAMS and client events

Hilton Hotels Corporation, New York, NY

Apr 1998–Dec 2000

Sales Manager

- Responsible for booking 100 rooms or less per night (small meetings)
- Sold over 150,000 square feet of meeting space, including trade shows
- Responsible for generating \$2.1 million in room revenue on an annual basis
- Performed thorough competitive analysis for 2001 Marketing Plan
- Completed forecasting of rebates and commissions for 2001 Budget presentation

Hilton San Diego Resort, San Diego, CA

Prior to April 1998

Conference Center Sales Manager

- Promoted from Sales Administrator
- Responsible for booking and servicing small meetings (50 rooms and less)
- Exceeded room revenue goal for each trimester, averaging 137% of goal
- Named 1999 Resort Sales Team of the Year for Hilton Hotels
- Responsible for outside sales solicitation of new and existing accounts

Sales Administrator

- Served as administrative support to 3 National Sales Managers
- Responsible for account and file management, mailings, and proposals
- Qualified, assigned, and tracked all sales leads
- Filled in on site inspections
- Booked/arranged travel for 3 National Sales Managers
- Prepared and participated in weekly lead meetings with D.O.S. and sales managers
- Created accounts, contracts, banquet event orders, and call reports in Delphi

**CONTINUING
EDUCATION**

Ritz-Carlton Situational Leadership Training
Zenger Miller Front Line Leadership
Four Seasons Sales Training
Hilton Customer Focused Selling/ Sales College I & II
Delphi training

EDUCATION

Northern Arizona University, Flagstaff Arizona
B.S. degree in Hotel and Restaurant Management, emphasis in sales and marketing
Major GPA: 3.70, Overall GPA: 3.35

COMMUNITY

Magic Foundation/ Current

Initiate several fund raising projects to raise money for their annual convention

Pax Christ Volunteer/ Current

Helped to organize and assist in collecting items for the Broadway Assistance Center

ALSA Volunteer, Rocky Mountain Chapter/Current

Various tasks during the annual walk
Call on donors to thank for their financial support

Redstone Elementary School/ Current

Volunteer in various areas once a week

Cantor Fitzgerald/E-Speed/ November 2001

Organized Ritz-Carlton team members to assist with the call center after 9/11
Solicited complimentary meeting space for families, friends and workers to meet for support