

# CAROL A. CANTU

## OBJECTIVE

Join a company with a stimulating environment to contribute my strong management sales experience, passion and skills with the potential for growth and advancement.

## SUMMARY OF QUALIFICATIONS

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A highly organized take charge professional with more than 19 years of management & sales experience. Achieved and exceeded monetary goals per quarter. Provided top-rated customer support/advisement to clients to fulfill their needs. Commitment to detail in doing the job right the first time & completing all projects on time. Excellent communication and writing skills. A team player, displaying motivation, a sense of urgency, attention to detail and to lead by example.

## PROFESSIONAL EXPERIENCE

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### **Area Sales Manager – Drury Hotels** (2009 – Present)

- Generated and maintained corporate business in the Airport area of San Antonio.
- Solicit existing business and potential accounts for new business
- Access and qualify new business for value and profitability.
- Complete sales reports weekly and document all activity for the week.

### **Senior Sales Manager – St. Anthony Wyndham Historical Hotel** (2008 – 2009)

- Manage leads by generating and building relationships with clients to obtain their business.
- Maximized revenue through group bookings
- Assist and qualify clients needs to achieve a successful meeting and making the business a win-win for both parties.
- Utilized various systems to stay properly organized.
- Train and assist new personnel in obtaining the proper procedures of the company.

### **Sales Manager – Texas Regional Sales Office - Marriott International** (2006-2008)

- Managed leads within certain parameters for 35 participating Marriott and Renaissance Hotels.
- Maximized revenue through group bookings and catering opportunities across multiple Marriott properties and various brands.
- Aligned customer's profile and preferences by qualifying the opportunity thoroughly.
- Utilized various Sales Engines and Systems.
- Communicated openly with all general managers, revenue management and directors.

### **Sales Manager - Marriott Plaza San Antonio** (2000-2006)

- Solicit new business opportunities by phone and email; handled phone inquiries and qualified the business through proper sales strategies.
- Achieved the highest revenue in group rooms revenue and food & beverage sales for 2005 resulting in Top Sales Manager with sales over \$2,000,000.
- Assisted in developing and delivering a Sales & Marketing Plan to increase the volume for short term business.
- Established strong client relationships for future and repeat business.
- Managed Sales Assistant in preparing proposals and contracts.

### **Inside Sales Manager / Office Manager - Residence Inn Alamo Plaza** (1997-2000)

- Supervised the operations and sales process of the Sales Office by managing and supervising 5 associates.
- Managed guestroom inventory through monitoring group and transient sales obtained by past history and adjusting accordingly to maximize revenue.
- Increased sales in the first quarter of 2000 by \$91,000 and occupancy by 6 points over budget with 40% group business and 30% local client accounts and 30% transient business.
- Developed and implemented a new catering concept, which resulted in higher profit margin for the hotel.
- Executed the responsibilities of Manager of Duty one weekend out of the month while managing all departments within the hotel and maintaining customer satisfaction.

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## Senior Convention Services Coordinator – Marriott Rivercenter (1991-1997)

- Combined and prepared Convention Resumes and Schedule of Events of upcoming groups in order to communicate a smooth process of group expectations to hotel operations.
- Served as Document Management Systems Controller for the hotel and revised utilized documents allowing for greater efficiency throughout various departments..
- Developed and implemented Standard Operating Procedures and Training Manual for office efficiency, while supervising and managing six assistants.
- Participated in various Task Forces and Total Quality Management operations to simplify systems and increase productivity.

## EDUCATION

SAN ANTONIO COLLEGE, San Antonio, TX 1990-1992  
General Studies – Business Coursework

## JOB RELATED TRAINING/ EDUCATION

- Turning Negatives into Positives / Objections 2007
- Positive and Productivity Emails 2007
- Mastering the Productivity of Selling 2004
- Sales Negotiations 2001
- Dynamic Selling 2001
- Clued Inn (sales / operations training) 2000
- Revenue Management Training 2000
- Sales EDGE (extended stay management training) 1999
- Train the Trainer 1997
- Supervisory Training 1996
- Completed 30+ hours at San Antonio College (General Studies) 1990-1992

## SKILLS / ACCOMPLISHMENTS

- Strong leadership and team work skills
- High Creativity and Detail Oriented
- Skilled in problem solving
- Knowledge in all Microsoft Office Software, NGS, SFA, MARSHA, and Delphi
  
- Awarded the “Golden Glove Award” as top sales producer in 2002
- Awarded the “Manager of the Quarter: in 2003
- Received the 100% Annual Goal Award from Barcelo Crestline
- Received the \$2,000,000 Club Award from Barcelo Crestline
- Achieved the “Golden Circle” first quarter of 2008 with 135% of goal and second quarter at 111% of goal through Marriott International

## ORGANIZATIONS

- Serving on the MPI Texas Hill Country Board of Directors
- Participated and member of the Texas Society of Association Executives
- Served on the Planning Committee for TEAM TEXAS

References upon request