

# SHERRY WAGNER, CMP

Cell Phone: 921-6694

[swagner17@austin.rr.com](mailto:swagner17@austin.rr.com)

## PROFESSIONAL SUMMARY

Detail-oriented professional with more than eight years of experience seeking position in meeting management.

Specific skills and qualifications include:

- experience planning and managing meetings and events including educational seminars, employee meetings, awards banquets, workshops, press tours, and special events;
- site selection and contract negotiation experience;
- proven problem-solving, customer service and organizational skills; and
- graduate degree in restaurant, hotel and institutional management.

## MEETING PLANNING AND HOSPITALITY EXPERIENCE

**Affiliation Coordinator – Sheshunoff Consulting + Solutions – Austin, Texas (2005 – 2009)**

*Sheshunoff Consulting + Solutions is a consulting company that works with community banks across the country to improve efficiency and increase profitability.*

- Managed logistics for 18 educational meetings each year, serving as the on-site contact for nine meetings each year. Coordinated meeting room set ups, audio/visual equipment, food and beverage selections and room blocks for all meetings.
- Responsible for working within a budget of \$300,000 per year.
- Researched and selected meeting sites and negotiated contracts that resulted in cost savings for the company and added value for attendees.
- Created and edited attendee manuals and ensured that materials and equipment arrived at the meeting sites on time.
- Moderated webinars for online learning events.
- Consistently produced meetings that earned positive evaluations from attendees.

**Vice President of Special Projects – The Association for Women in Communications (AWC) – Austin, Texas (2004 – 2005)**

*AWC is a voluntary professional organization for women in public relations, writing, graphic design and other fields of communications.*

- Chair of the chapter's annual awards luncheon.
- Managed all aspects of the event including speaker and venue selection, fundraising, silent auction, and recruiting/motivating volunteers.
- Negotiated complimentary reception space and waived speaker fee (value \$3250).

**Tourism Development Specialist/Sales and Marketing Specialist – Texas Department of Economic Development – Austin, Texas (1999 – 2003)**

*The Tourism Division of the Texas Department of Economic Development was the primary agency for marketing Texas for tourism. The agency became part of The Office of the Governor in 2003.*

- Managed and promoted a series of five marketing workshops for rural community leaders.
- Enhanced the marketing efforts of rural Texas communities by meeting with city leaders, evaluating community tourism assets and suggesting marketing strategies.
- Secured millions of dollars in positive publicity for Texas destinations by coordinating solo and group tours for journalists and promoting Texas to European media outlets.
- Wrote and edited copy for the department's tourism website.

**Public Relations Assistant – The Ritz-Carlton, Amelia Island Hotel – Amelia Island, Florida (1995 – 1997)**

*The Ritz-Carlton, Amelia Island Hotel is a 444-room, AAA Five Diamond property in northern Florida. The Ritz-Carlton Hotel Company is a two-time recipient of the Malcolm Baldrige Quality Award.*

- Organized, managed and promoted special events that drew thousands of guests to the resort.
- Secured national and international media coverage for hotel amenities and events.
- Nominated as a 5 Star Employee – the hotel’s highest honor, selected by peers.
- Also provided quality customer service to guests as a front desk representative and as a café server.

**Guest Services Representative – Holiday Inn Lubbock Park Plaza Hotel – Lubbock, Texas (1993 – 1994)**

*The Holiday Inn Lubbock Park Plaza Hotel is a 201-room hotel in Lubbock, Texas.*

- Checked guests into and out of the hotel, placed reservations and managed a cash drawer.
- Served as manager on duty.

**PROFESSIONAL DEVELOPMENT**

- Member, Meeting Professionals International – Texas Hill Country Chapter (since 2006)  
**Certification:** Earned Certified Meeting Professional (CMP) designation, March 2009  
**CMP Study Group Member – Fall 2008**  
**Registration Committee Member – 2007-2008**
- Member, Association for Women in Communications (AWC) – Austin Chapter (2000-2005)  
**Leadership Roles:**  
**Vice President of Special Projects (2004-2005)**  
**Vice President of Membership Recruitment (2002-2003)**  
**Newsletter Editor (2001-2002)**

**HONORS**

- **Outstanding Achievement Award, Affiliation Department (2006), Sheshunoff Consulting + Solutions**
- **President’s Award (2003), AWC, Austin Chapter**
- **Shining Star Award (2003), AWC, National Office**
- **Outstanding Membership Recruitment Award (2003), AWC, National Office**

**COMPUTER SKILLS**

- Proficient in Microsoft Office Suite as well as Meeting Trak meeting planning software.

**EDUCATION**

- **Master of Science – Restaurant, Hotel and Institutional Management**  
Texas Tech University – Lubbock, Texas
- **Bachelor of Arts – English/Journalism**  
Texas A&M University – College Station, Texas