

Amy Iserman

Director of Sales

PROFILE

Ambitious and personable event and sales expert with over 10 years of experience in the Event Sales Industry. Successfully sell and organize Metro Detroit's premier corporate, social and fundraising events.

 248.891.7289

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 linkedin.com/IsermanAmy

SKILLS

Verbal & Written
Communication
Event Logistics Management
Event Design & Layout
Menu Development
Profit Margin Maintenance
Account Management
Vendor Coordination
Team Leadership
Microsoft Office
ServeSafe Certified

EDUCATION

Bachelor's Degree
Hospitality Business
Michigan State University
2007 – 2011

OTHER

American Cancer Society
Executive Board Member
Skyline Soiree Logistics Chair
2016-2018

EXPERIENCE

FORTE BELANGER, 2011 - present

Director of Sales January 2017-present

- Lead and manage team of Account Managers and Sales Support to a goal of \$7.9 Million while meeting company profit margin goals
- Grow year end revenue by 7% year over year
- Source and maintain client relationships; contribute to company's overall profitability and exceed yearly individual sales goals.

Account Manager 2012-2016

- Company's top-performing Sales Associate for four years in a row
- Source and maintain client relationships; contribute to company's overall profitability and exceed yearly individual sales goals.
 - 2014: \$1.93 Million in Sales, Exceeded Goal by 10%
 - 2015: \$2.25 Million In Sales, Exceeded Goal by 5%
 - 2016: \$2.4 Million in Sales, Exceeded Goal by 7%
- Sell and execute some of Detroit's most prominent events including but not limited to:
 - The 2011, 2012, and 2013 Detroit Institute of Arts Gala
 - University of Michigan Presidential Inauguration
 - Premier AutoShow Events & Product Launches for the Big 3 Automotive Groups
 - High-end, exclusive social celebrations for Detroit's elite, including two weddings for a nationally-known family.
- Develop customized proposals based on client's vision for each event including but not limited to event logistics, inventive menu development and creative décor while meeting client's budgetary expectations.
- Focus on client retention by event follow up, social outings and incentives.