

DENISE SMITH

DIRECTOR OF SALES AND MARKETING

303.250.4378



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SKILLS

Employee Management

Client Management

End-to-End Sales Cycle

Pricing & Contract Negotiation

Customer Service

Event Planning & Execution

Business Development

Profit & Loss

Vendor Relations

Budget Management

Training & Education

EDUCATION

**BACHELOR OF SCIENCE,
FASHION MERCHANDISING/
BUSINESS**

*Stephen F. Austin State University
1993*

PROFESSIONAL PROFILE

Strategic Meeting and Event Executive with twenty-five years of broad experience in cross-functional management, skilled directorship and passion for mentoring colleagues. Leads with empathy, empowerment and a focus on success. Demonstrated proficiency in selling through high level leadership skills, operational acumen and relationship management.

EXPERIENCE

Director of Sales and Marketing

By Design Collective March 2018-Present

- Manage a team of 12 sales and operation managers
- Responsible for an \$8.5 million-dollar revenue goal
- Strategize and plan annual budgeting and individual sales goals
- Create marketing plans to increase engagement with industry partners and clients. Budget and plan for donation-based events to become a staple in the community as well as increase market share
- Produce all printed and digital marketing pieces to include seasonal menu's, email blast, wedding collateral
- Manage social media engagement and brand integrity

Senior Sales Manager

RMC July 2015 – March 2018

- Promoted Denver as a premier destination for corporate meetings and incentive trips, implementing the local sales strategy, achieving office revenue goals, and overall client satisfaction
- Strong logistics background with an ability to analyze and manage through complex projects while assessing and allocating resources
- Extensive local knowledge, specializing in the design and implementation of events, activities, tours, transportation and program logistics
- Managed and grew existing client relationships and constantly defined new key targeted group accounts for solicitation
- Identified key program goals in qualifying prospective clients, provided cost estimates and creative proposals
- Manage all annual forecasting and day to day operations of an office of 4-5 employees
- 132% to goal in 2016; \$3.7 million in sales
- RMC Pinnacle Award Winner- 2016

Senior Operations Manager

RMC January 2015 - July 2015

- Collaborated with Sales Managers on all site visits with clients and high-level presentations
- Proposal development
- Responsible for all event logistics, enhancements and execution
- Goal of profitability 42.5%; Ended Q2 at 49.7%
- Average upsell growth in Q1/Q2 was 7%
- Maintain key relationships with vendors, hoteliers and suppliers

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EXPERTISE

Sales Processes
Organizational Leadership
Mentorship
Time Management
Events
Hospitality
Catering

TECHNICAL SKILLS

Caterease
Microsoft Office Suite
Google Docs
DropBox
Adobe Acrobat
Social Media Platforms

EXPERIENCE CONTINUED

- Keen negotiating abilities with suppliers and clients
- Managing all aspects of timelines and organizational tools
- Budget management and final program reconciliation

Contract Meeting and Event Planner

COCHLEAR AMERICAS June 2014 – September 2014

- Effectively managing all components of the full event lifecycle
- Meeting deadlines and managing project timelines
- Working collaboratively with marketing and the sales team to achieve all designated objectives for the meeting/event
- Budget management
- Internal and external relationship building

Director of Events

REGIONAL HELP WANTED (Formerly onTargetjobs) August 2012 - May 2014

- Increased event volume by 25% from 60 events in 2012 to 75 events in 2013 and slated to increase another 15% in 2014
- Reduced costs of events in Q1 2013 by 15% by proactively identifying potential conference/event planning synergistic opportunities across all brands to maximize the company's bargaining position
- Redesigned and wrote copy for all the marketing materials for the BioSpace Brand Career Fairs, including email marketing pieces, sales kits and communication pieces
- Established standard operating procedures and processes for the Events department
- Approved logistics plans, venue selection, contracting and creative services
- Managed a team of two direct reports

Marketing Project Manager

COCHLEAR AMERICAS July 2011-July 2012

Managed all aspects and logistics of a 32 city Hearing Health Tour with a \$4.5 million-dollar budget

- Coordinated weekly calls with event team, identifying staff for each event
- Worked closely with marketing team to disseminate all promotional materials including, mailings, newspaper ads, radio ads and calendar listings
- Assisted in setting up event registration process and call center training
- Created and managed a master event calendar with timelines for all logistical elements of each event, in addition to event specific tracking spreadsheets
- Tracked event statistics and prepared final event results for each city

Training Coordinator

COCHLEAR AMERICAS February 2011-July 2011

- Assisted the VP of Human Resources to coordinate all Onboarding Trainings for new hires. Including, booking travel and disseminating all logistical detailed meeting information to new hires.
- Collaborated with the Field Development Manager with all Field Trainings, including venue bookings, F&B, travel and transportation management and communication of all logistical information to the attendees

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- Instrumental in setting up Operations trainings as well as loading course modules into an internal tracking site called Cochlear Academy
- Managed Health Stream, the corporate continuing education and certification sites, administrative functions
- Managed the Corporate Work Life Balance and Leadership Development Groups on the internal Social Media site, Yammer

Founder

CHICKS WHO CLICK October 2008 -January 2011

Founded and created online presence and brand for a social media-focused conference for women using all forms of online and social media channels. Successfully conducted 6 conferences in the United States and Canada

- Secured national sponsorship from Walmart, Sears, and CROCS in the amount of \$40,000 collectively
- Acquired speakers from Google, Facebook, and AOL in addition to many local start-up entrepreneurs
- Collaborated with women's groups, startups, technology publications and local media to provide and create brand awareness
- Created a following of 3,000 plus fans within social media arena

Event Planning and Social Media Marketing Consultant

MOVING WITH MOXIE February 2002 – October 2008

Worked with an array of corporations and individuals to plan events, product launches, conferences and sales meetings from inception to completion as well as offer social media consulting.

Trip Director for Helms Briscoe • Wine Hand Seller for Wine Cru • Sales Rep for Wine Tours of the World

- Achieved measurable business results for clients through professional branding and social media engagement with a target audience growing followers and expanding marketing reach
- Launched a blog called DNC After Dark during the Democratic National Convention that was a go to guide for visitors, featuring local restaurants, activities and attractions in Denver
- Assisted charities in procuring fundraising dollars and donations through direct mail marketing, social media, and network connections
- Planned and raised \$12,000 through a private Autism event, to fund a year of behavioral therapy for a five-year-old child of family in need
- Was the only hand seller with Wine Cru to retain my position in 2011; exceeded all goals and increased sales for store by 12%

Account Executive 1999-2001

MEETING AND INCENTIVE MANAGEMENT June 1997 – February 2001

Full-service Meeting and Incentive Management Company-Specialized in selling and servicing incentive travel programs, national sales meetings, trade shows and special events for Fortune 500 companies domestically and internationally.

- Generated new leads and qualified existing leads to generate revenue streams
- Contract negotiations, budget management, client and vendor relations
- Maintained interactions with key associations and industry groups

Operations Coordinator 1997 –1999

- Managed and coordinated national sales meetings, training seminars, trade shows and new product launches
- Research and development specialist
- Lead proposal writer
- Site selection, program costing, management of vendors and budgets

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- Provided on-site management for all events

Education/Event Specialist

AURORA ASSOCIATION OF REALTORS 1995 - 1997

- Planned and managed all education certification courses for Realtors
- Secured speakers, managed logistics-including registration and budgets and provided onsite support
- Acted as liaison between Association and Committees for trade shows, conventions and award ceremonies