

# Nicole V. Stephens

4038 N. Bernard Street  
Chicago, Illinois 60618

(312) 659-6959  
nicolevstephens@gmail.com

---

## PROFILE

**EXPERIENCE:** Sales and event manager who has consistently achieved sales goal while delivering high quality results for clients.

**LEADERSHIP:** Strategic thinker who has built teams that exceed goals and managed consultative sales relationships with clients.

## QUALIFICATIONS

- Strategic Planning
- Budgets & Forecasts
- Event Execution
- Account Penetration
- Coaching & Mentoring
- Proactive Follow Up

## EXPERIENCE

**BLUE PLATE CATERING** Chicago, Illinois 2009-Present

### **DIRECTOR OF SALES (2017-Present)**

**Sales:** Oversee sales and event management for a hospitality/catering company with \$28.5 million in annual sales. Collaborate with the CEO in developing annual budgets/forecast and annual sales strategy based on data analysis. Track costs for each project/event to ensure goal for margin are met. Lead quarterly sales meetings, and recruit speakers to improve the team's performance. Attend industry events to maintain client relationships and network with prospects.

- Exceeded 2018 sales goal (\$27 million) by \$1.5 million; grew sales revenue by \$4.4 million in 2017.
- Demonstrated business acumen needed to develop sales strategy and improve technical performance.
- Created SOPs for a new service (catering at a company-owned site).

**Team Leadership:** Supervise a team of 15 sales consultants and 12 assistants. Set goals for each consultant, coach to improve performance, and hold each individual accountable. Support sales consultants in responding to RFP/RFQ. Guide staff in a sales cycle that ranges from 30 days to 12 months. Recruit, hire, and train new employees. Mentor sales consultants in leadership and sales skills.

- Mentored a sales consultant who improved from 55% to 109% over goal.
- Made sales staff more accountable by creating a 60 day forecasting model that enhanced goal setting.
- Upgraded sales/product training (tastings) so all team members followed the same processes.

### **CATERING SALES DIRECTOR (2011-2017)**

**Sales:** Developed new business and managed accounts with annual sales as much as \$2.36 million. Engaged prospective clients by networking, attending industry events, and cold calling. Prepared response to RFP/RFQ with pricing that aligned with goals for gross profit. Negotiated and closed sales, upselling when appropriate. Penetrated accounts by obtaining referrals to other decision makers from existing clients.

- Selected to manage key account with clients in diverse industries, including finance, healthcare, and accounting.
- Grew business with a key account (PwC) from \$25,000 to \$500,000.

**Project/Event Management:** Planned and managed as many as 200 events that were attended by as many as 3,000 guests. Organized end-to-end events from initial client contact to oversight of day of event activities. Maintained a calendar to plan overlapping events at different stages of execution. Collaborated with partners (event specialists, chefs) to meet client goals and deliver outstanding experiences. Resolved clients' concerns in a proactive manner. Followed up with clients after events to maintain relationships and penetrate

**(continued)**

# Nicole V. Stephens

(Page Two)

---

accounts. Negotiate with vendors to deliver quality while meeting goals for profitability.

- Managed events attended by two mayors (Richard M. Daley, Rahm Emanuel).

## **SALES & VENUE MANAGER (2009-2011)**

Developed strong skills in sales and event management at an exclusive venue (River East Center). Managed account relationship in a way that encouraged client loyalty.

- Consistently met annual sales goals (\$1.2 million).
- Improved efficiency by creating a new sales process with business partners.

## **BERGHOFF CATERING Chicago, Illinois**

2001-2009

### **SALES MANAGER (2007-2008)**

Directed a sales team that produced \$7 million in annual sales. Developed annual strategic plan, marketing plan, and budget. Provided leads to sales staff, ensuring they followed up in a timely manner. Created tools to enhance business development and prospecting.

### **ACCOUNT EXECUTIVE (2003-2007)**

Sold and planned events for as many as 8,000 guests, including executives and high income clients. Provided creative insights to enhance events. Negotiated with vendors to control costs without impacting quality.

- Increased annual sales by 30%.
- Promoted from a position as Sales Assistant (2001-2003).

## **EDUCATION**

**UNIVERSITY OF MINNESOTA Minneapolis, Minnesota**  
BA, Marketing & Speech-Communications

2000

## **TECHNICAL SKILLS**

**MS Office:** Excel, PowerPoint, Word; **Event Management:** CaterXpert, Eatec, Synergy; **Room Design:** Social Tables.