

CHARLSEE PARKER

14554 STATE ROUTE 536 MOUNT VERNON, WA 98273

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CONCERNING: OPEN EMPLOYMENT

POSITION APPLING FOR: Assistant General Manager, Front Office Manager, Guest Service Agent Supervisor, Director of Sales, Marketing, or Sales Manager

Greetings,

I hope that this message finds you well today. I am applying for the open position at your property. With such a long history of outstanding service, a passion for excellence, and dedication to your community I would be honored to have an opportunity to continue growing with your IHG property.

I have been an employee of the Holiday Inn Express & Suites-Burlington, WA, for the past 8 years. I have been a shuttle driver for the property, a front desk associate for swing shift (2-10pm), and now the Sales & Marketing Manager. Each of the hospitality positions I held required me to provide excellent customer service through proper phone etiquette, listening to guest requests/needs/concerns, qualifying guest for discounted rates, fulfilling their request or providing a solution, correct billing and account handling, proper check and checkout etiquette, and providing all around excellent service.

As the Sales Manager for the property I have spent the last 5 years of my career setting achievable and realistic goals, achieving and exceeding those goals through hard work and planning, fostering business growth through recognizing customer loyalty and providing excellent service, implementing new sales & marketing ideas to capture more of the available occupancy/revenue share. I have also learned how to motivate and guide my team to achieve personal and professional goals daily. Some of my daily duties as the Sales Manager for a local and globally respected hotel chain included welcoming our guest to our hotel, listening to their needs and request, finding the best solution for their concerns, qualifying companies for local or global discounted rates for their travel programs, daily paperwork, intricate and accurate filing, Microsoft Office suite use, issuing group agreements, issuing corporate discount agreements, building accounts within company specific operating program, correct billing and data entry.

In addition to my daily duties and during my spare time, I have volunteered for many local fairs, festivals, and other non-profit events. To ensure our hospitality voices are heard and represented in my community I am an active member of all Skagit County's Chamber of Commerce, a Burlington Chamber Ambassador, a member of the City of Burlington Lodging Tax Advisory Committee, and a Skagit Valley Tulip Festival Board Member who was recently appointed to Secretary for 2020-2021. I have been involved from conception, formation, and now collection of the Skagit Valley Lodging Association Tourism Assessment. Most recently I was selected as a voting member of the Tourism Promotional Area Board!

To better equip myself for changes to the hospitality industry and higher management responsibilities, I am currently pursuing a Bachelor of Arts degree in Hospitality Business Management from Washington State University's Global Campus. When selected for this position I will bring the following with me: a positive mental attitude, proactive/responsive leadership, loyalty and honesty with your business and coworkers, daily hard work, empathy and a willingness to be of service in whatever responsibility is entrusted with me.

I would very much like to discuss employment opportunities with your company. You will see from my enclosed resume a history of my work and qualifications for this position. To schedule an interview, please call me at 360-420-5430. Thank you so very much for your consideration, and I look forward to hearing from you.

Sincerely

Charlsee "CeeCee" Parker
Enclosure

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EXPERIENCE

❖ Sales & Marketing Manager

➤ Holiday Inn Express & Suites-Burlington, WA

Jan. 2012 to present

- Hotel programs used include: IHG Concerto, OPERA, Excel, HotelPlanner, TravelClick, Concur, MeetingBroker, Quore, Holidex, Lanyon, Sabre, GDS, and Microsoft Office.
- Key Negotiated Accounts acquired included FedRooms & DoD Preferred (\$160,000 annual+), growth in refinery business group including Siemens(\$95,000), Marathon Oil (\$175,000), Shell Refinery (\$300,000 in 2019).
- Creating and issuing group agreements and booking links. Group sales up by 12% in 2019 (hotel under renovation), Local Negotiated Rates up by 15% over 2019,
- Emphasis on community participation and hotel exposure. Meeting sales goals set by Director of Sales and management company. Establishing and monitoring hotel promotions.
- OPERA reservation system: Guest reservations including check-in and check-out procedures, accurate billing, correcting billing errors, guest recovery and record keeping.

EDUCATION

❖ Carson College of Business at Washington State University Global Campus

- Bachelor of Art in Hospitality Business Management Expected Graduation Date: **June 2023**

❖ Argosy Online University

- General Studies

SKILLS

- ❖ **Computer Expertise-** Microsoft Office Suite including Excel, and Adobe. Brand specific hotel Operating Systems Opera, Merlin, Intercontinental Hotels Group (IHG), Holidex, IHG Concerto, intermediate accounting skills, with 500 level mathematical knowledge (university level).
- ❖ **Leadership Qualities-** Strong work ethic, team member, great memory, quick learner, proactive, adaptable, collaborative, critical thinker, problem solver, time management, innovative, reliable, loyal, punctual, easy to communicate with others, responsive, takes responsibility seriously, committed, and driven to succeed.
- ❖ **Personal Qualities-** Hardworking, honest, passionate, confident, intuitive, and creative, exceptional phone etiquette, 10+ years of outstanding customer service.

COMMUNITY PARTICIPATION

- ❖ Skagit Valley Tulip Festival Board Secretary 2020 to 2021
- ❖ Skagit Valley Tulip Festival Board Member 2019 to Present
- ❖ Skagit Valley Lodging Association (SVLA) Member 2020 to Present
- ❖ SVLA Tourism & Promotional Advisory Board Member 2020 to Present
- ❖ City of Burlington Lodging Tax Advisory Committee Member 2016 to Present