

# Emily J. Rance

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## James Madison University, Harrisonburg VA

Bachelor of Science in Hospitality Management

Minor in General Business

### Work Experience

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Sales and Marketing Coordinator

9/2021- Current

Hilton – Nashville, TN

- Develop sales plan and strategy in order to meet or exceed room night and other revenue goals.
- Represent the hotel with prospective customers to provide necessary information on hotel facilities and services and to determine levels of interest. Formulates program and submits formal sales proposals to prospective customers.
- Organizer and create meetings using Salesforce.
- Manage commissions payout process through Hilton's FastPay system.
- Design and implement marketing campaigns and posts using Sprinklr.
- Maintain key relationships and organize details with vendors
- Conduct research to analyze competitive landscape and market trends.

Hotel Operations Intern at The Remede Spa, St. Regis Resort

11/2020-8/2021

Marriott International – Aspen, CO

- Work alongside all HODs to ensure the smooth running of the day-to-day operations.
- Promote a positive employee relations culture through effective communication and regular team meetings.
- Ensure that each department delivers a consistently high standard of guest service. Also, achieve business objectives and maximize the profitability of all outlets. Maintain effective cost controls in all areas.

Marketing Manager

*(Discontinued due to Covid-19)\**

Marriott International – Boston, MA

- Create and improve the company's creative team and its workflow to build a top-notch operation.
- Partner with Executive management, other business units and marketing staff to design and execute a comprehensive, integrated marketing communications plan.

Marketing Specialist Cross Keys Vineyard – Mount Crawford, VA

5/2019-9/2019

- Develop marketing strategy by studying economic indicators, tracking changes in supply and demand, identifying customers and their current and future needs, and monitoring the competition.
- Manage relationships with internal staff (non-reporting) and external vendors.
- Work closely with optimization and analytics teams to determine opportunities to increase performance.

Assistant Creative Events Manager Spotswood Country Club – Harrisonburg, VA

2/2019-5/2019

- Manage all areas of events, from pre-planning, through the event day, and post-event activities.
- Lead site visits and pre-event meetings with clients to discuss the flow and overview of the event and identify any areas of concerns.
- Manage small meetings, sporting events, and banquets at an average of 10 events per month.

### Professional Skills

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- Business-To-Business (B2B)
- SaaS & Sales Force
- AllSeated
- CVENT
- Proficient in Canva, Word Press and Wix
- A considerable background of sales / marketing experience, with strong event planning experience