

MELANIE SALONSKY

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PROFILE

Data-driven professional with a strong foundation in business analytics and sales strategy. Skilled in transforming raw data into actionable insights that improve forecasting accuracy, revenue performance, and operational efficiency. Proficient in Excel modeling, Power BI dashboards, Tableau visualization, SQL, Python, and Visio for process analysis and visualization. Passionate about using analytics to inform strategic decisions and optimize organizational performance.

PROFESSIONAL EXPERIENCE

Sales Manager, Hilton Palm Beach, West Palm Beach Sep 2023 — Mar 2025

Managed corporate, association, and SMERF accounts while maintaining strong customer relations and consistently meeting sales goals. Created proposals, contracts, and BEOs through Salesforce Delphi and RFP platforms (Cvent, Meeting Broker, Hotel Planner), while overseeing group blocks, reservations, and account management in OnQ and R&I. Analyzed STAR reports to compare revenue performance against the comp set and identify growth opportunities. Designed marketing materials in Canva, coordinated VIP welcome letters and amenities, and produced on-property promotional photography. Actively prospected new accounts and expanded market reach through industry events, networking, and targeted business development.

Selling Partner Support Associate Thai Language, Amazon, Miami Oct 2021 — Aug 2023

Provided bilingual support to Amazon sellers, ensuring SKU and ASIN compliance with company policies and resolving FBA and detail page issues. Assisted registered brands with account management while identifying and documenting potential trademark infringements. Delivered accurate case handling and effective solutions to improve seller experience and compliance.

Guest Relations Agent, Hilton Miami Downtown, Miami Feb 2021 — Oct 2021

Assisted guests with reservations through the OnQ platform while managing commissions and accurately documenting sales in Excel and R&I systems to support hotel operations.

E-filing & Data Entry Clerk, Provest Litigation Services, Lake Worth Beach Jan 2019 — Dec 2019

Created and maintained spreadsheets for corporate legal clients, updating records with address changes, bankruptcies, and deceased defendants. Prepared and submitted legal documents including summons, subpoenas, and foreclosures to ensure accurate and timely court filings.

Guest Relations Officer/ Marketing Team Assistant, Hilton Phuket Arcadia Resort & Spa Jun 2018 — Dec 2018

Coordinated guest services including flight pickups, drop-offs, and room inspections to ensure a seamless stay experience. Built the hotel's social media presence across multiple platforms and supported the marketing team with creative videography and photography concepts for promotional campaigns.

EDUCATION

MBA Masters of Business Administration in Data Analytics Dec 2025

Florida Gulf Coast University, Fort Myers

Bachelors of Business Administration: International Business Jun 2022

Florida International University, Miami

TECHNICAL SKILLS

Excel	Tableau	Power BI	Visio
SQL	Python	SAS Viya	Canva

ADDITIONAL INFORMATION

- **Languages:** Thai, English