

JANE WANJIKU

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Hotel Sales Manager

Over 8 Years of Experience

Results-driven Hotel Sales Manager with over 6 years of experience in Kenya's hospitality sector. Skilled in corporate client acquisition, B2B sales, and revenue growth. Proven record of increasing bookings and building strong relationships with travel partners and corporate accounts. Passionate about driving hotel profitability through strategic sales planning and exceptional customer engagement.

Skills

- Sales strategy and negotiation
- Corporate client relations
- Reservations (Opera PMS, Fidelio)
- Team Leadership and Communication
- Revenue growth and market expansion
- Continuous professional development

Work Experience

Hotel Sales Manager – Pridelnn Hotel, Nairobi

January 2020 – Present

- Increased corporate bookings by 25% through targeted sales strategies and relationship management.
- Managed a portfolio of 50+ corporate clients, generating KSh 20M+ in annual sales.
- Developed partnerships with travel agencies and event organizers to boost weekday occupancy rates.

Front Desk Officer – Sarova Panafric, Nairobi

May 2016 – December 2019

- Exceeded quarterly sales targets by 15% through direct client engagement and upselling event packages.
- Assisted in developing new corporate rate structures, enhancing repeat business by 30%.

Education

- Bachelor's Degree in Hospitality and Tourism Management — Kenyatta University
- Diploma in Marketing — Kenya Utalii College

Certifications & Workshops

- Certified Professional in Sales Management (CPSM)
- Hospitality Sales and Marketing Training – Kenya Utalii College

References

Available upon request.