



## EVA MARINTAN GUSTIENNI

CLUSTER SALES EXECUTIVE

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### EXPERIENCE

#### **SUHA HOSPITALITY HOTEL APARTMENT (SHARAF MANAGEMENT)**

February 2020 – current | Dubai, UAE

Position: Cluster Sales Executive

- Managing and executing requirements for 4 SUHA Hospitality hotel apartment properties
- Responsible of getting the knowledge of the objectives to reach as per Budget and KPOs with the assistance of Cluster DOSM
- Planning co-ordination and implementation of all sales trips in the designed territory by agreement with the Cluster DOSM in the most efficient and optimal way
- Maintain and develop the production of Key Accounts through searching all opportunities available at all levels within the company and all type of spending related to the hotel services, through a well thought and planned key Account Management involving the Management of the hotel as often as necessary.
- Regularly identify potential new accounts (Other Active) as per hotel's objectives and organize an action plan to develop them to key Prospects within a year or less
- Assuring the corresponding sales activities to win and maintain these customers as per Key Account Management process and standards set up for the sales department using the basic sales techniques.
- Organize comprehensive information to existing and potential customers as regards to produce range offered by the hotel, with the help of relevant sales resources and sales channels
- Preparation and drawing up the company contracts for the hotel in accordance with current business and price conditions
- Monitoring on a monthly basis at least the production of the accounts and adjusting the action plan according to the analysis with the support of the Cluster DOSM
- Effective selling of rooms, F&B promotions or any selling opportunity information, through sales calls, telephone calls or e-mailing, using the most efficient of them
- Close the deal as early as possible in decision process with the highest conversation ratio
- Plan regular visits to these companies, managing 5 potential contacts with specific objectives and reasons for meeting within a day that should be: 2 Key accounts, 2 Key Prospects and 1 Other Active account
- Will organize and attend familiarization trips visits to the hotel and be available out of normal working hours for entertainment, show-arounds, etc.
- Co- responsibility for smooth and rational work sequences in the sales department and co-operation with the other departments in the hotel, in particular Reservations, the Groups and Credit Department
- To ensure the profile and sales conversations are reported and updated in EPMS system

#### **AL HABTOOR POLO RESORT (ex-St. Regis)**

January 2019 – February 2020 | Dubai, UAE

Position: Sales, Groups & Events Executive

- Specialist in MICE, corporate bookings, polo & wedding events
- Managing and executing corporate requirements along with events for 150 guestrooms, 9 event venues and outdoor grass area or polo field for 1,500 persons
- Proactively selling the property for all types of booking inquiries
- Autonomy on making pricing decisions based on availability and seasonality
- Act as a one-stop shop for clients for the detailed accommodation and event planning and work closely with banquet & catering operations, F&B management, room division operation, finance and external suppliers
- Satisfy the need of the clients whilst optimizing hotel revenue through strategic yield management and end up selling hotel facilities and services
- Work closely with the Sales and MICE team to achieve monthly sales target
- Conduct site inspections, client entertainment and familiarization and prepare BEOs and group resumes
- Sending all correspondence to clients i.e. proposal, confirmation or agreement letter, amendments, etc.
- Communicating, maintaining and developing client relationships
- Attend weekly revenue meetings and monthly budget meetings
- Conduct daily and weekly briefings highlighting current and upcoming sales and events with all concerned departments and operations

#### **BEACH ROTANA HOTEL**

January 2017 – January 2019 | Abu Dhabi, UAE

Position: Sales, Catering & Event Coordinator (Acting Sales & Events Executive)

- Handled all types of MICE and corporate bookings – accommodation and events for 927 guestrooms and apartments, 13 stunning outdoor beach venues, 12 conference/banqueting rooms that can accommodate up to 1,000 persons.

#### **BEACH ROTANA HOTEL**

June 2015 – December 2016 | Abu Dhabi, UAE

Position: Sales, Catering & Event Secretary

#### **SVARNA RESTAURANT, BAR & LOUNGE**

November 2013 – May 2015 | Jakarta, Indonesia

Position: Reservations

#### **MADINAT JUMEIRAH HOTEL**

August 2012 – October 2013 | Dubai, UAE

Position: Hostess

#### **ROYAL MIRAGE HOTEL**

February 2008 – May 2012 | Dubai, UAE

Position: Guest Relation Office

## KDW CONSULTING

October 2005 – January 2008 | Jakarta, Indonesia  
Position: Administrative Assistant

## HIGHLIGHTS

- SUHA HOSPITALITY HOTEL APARTMENT, DXB
  - Increased business revenue and exceeded YTD budgets from February – March 2020
  - Assisting DOSM to create marketing plan and branding objective
- Al Habtoor Polo Resort, DXB
  - Increased business revenue and exceeded YTD budgets from January – November 2019
- Beach Rotana, AUH
  - Exceeded yearly individual target of 2017 & 2018
  - Best Supervisor Nominee 2017
- One & Only Royal Mirage
  - Best Employee Nominee 2010
- Opera literacy, EPMS system and solid administrative base
- Robust negotiations and influential persuasive skills bridging any gap between clients and vendors
- Positive energy with ethics and professionalism providing seamless confidence and 100% success rating
- Exceptional knowledge on diversity, varied cultures and religious customs either applying apt sensitivity for traditions or cultivating the contemporary

## SKILLS & TRAINING

- Excellent planning and organizational skills
- High level of adaptability
- Excellent negotiation and selling skills
- Exceptional problem-solving skills
- Strong computer skills including MS Office
- Languages:
  - Fluent – English, Bahasa Indonesia
- Solid training skills, efficiently transferring knowledge to new joiners

## EDUCATION

- SUPRA(Jakarta, Indonesia), 2001 - 2005  
Bachelor of Science in Economic Management

## REFERENCES

References will be furnished upon request.