

# Eleanor Del Rosario

## **Sales Manager cum Marketing Executive**

Abu Dhabi

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050-5034375

Willing to relocate: Anywhere

## Work Experience

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### **Sales Manager cum Marketing Executive**

AL MARFA PEARL HOTELS MANAGEMENT LLC

2016 to 2018

- Conduct market research and analysis to evaluate trends, and competition ventures, collaborate with managers in preparing budgets and monitoring expenses, create the strategical plans to achieve sales target.
- Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities, represent the hotel in various events, exhibitions including internationally in Moscow and Berlin.
- Assume all advertising, promotions, marketing, sales, and public relations responsibilities, assist in preparing sales proposals for customers using a high degree of ethics, integrity and effectively demonstrating expertise.
- Work closely with Revenue Manager to ensure proposed rate negotiations meet the financial needs of the hotel.
- Maximize revenue by selling all facets of the hotel, to previous, current and potential clients, and through development and implementation of effective sales strategies.

### **Sales Executive cum Marketing Executive**

2014 to 2016

- Analyzed local market trends and competitor activity, prepared and presented sales proposals to prospective clients, and delivered effective sales presentations to win new business opportunities for the hotel.
- Maintained quality service by establishing and enforcing organization standards and through collaboration with other hotel staff.
- Created an exceptional guest experience and built strong, comprehensive sales programs due to productive cooperation with other departments in the hotel.
- Supported hotels service and relationship strategy, driving customer loyalty by delivering service excellence throughout each customer experience.

### **Personal Assistant / HR & Sales Coordinator**

2010 to 2014

Managed General Manager's complex calendar of activities: schedule appointments, process correspondence, and arranged agendas and travel itineraries.

- Provided administrative support, namely completed expense reports, maintained and organized digital and physical files, maintained office supply inventory, monitored staff visas, employment status, and medical insurance needs.
- Ensured effective daily operations and meeting arrangements and creatively problem-solved any challenges, received and screened phone calls and redirected them where appropriate.
- Prepared documents using word processing, spreadsheet, database, and presentation software, handled confidential documents ensuring they remained secure.

## Education

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### **Bachelor's in Office Administration**

POLITECHNIC UNIVERSITY OF THE PHILLIPINES - Manila  
1995

## Skills

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administrative support (4 years), arrangements (4 years), Budget (Less than 1 year), correspondence (4 years), databases (Less than 1 year)

## Additional Information

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### CORE SKILLS AND COMPETENCIES

- Relationship Building • Administrative Support • Business Acumen
- Office Administration • Documentation • Systems Filing
- Organization and Planning • Budget Administration • Communication
- Coordination/Scheduling • Computer Proficiency • Detailed-oriented

### EARLIER EXPERTISE

Intersel Dowding & Mills FZCO - (Jebel Ali Free Zone) 2007-2009

Personal Assistant

- Managed diaries and organized meetings and appointments, often controlling access to the manager/executive.

• Compiled and prepared reports, presentations and correspondence, managed databases and filing systems and implemented and maintained administrative systems.

Radio Philippines Network Inc. - 2002-2006

Confidential Secretary to the GM cum Floor Director/Guest Coordinator

- Assisted in the planning and preparation of productions, oversaw the work of departments, managed the

audience, and dealt with any technical problems occurred.

- Acted as the central point of contact for all callers, visitors, and clients, including the directing of telephone calls

and appropriately responding to queries from both clients and employees to other staff members.

Radio Philippines Network, Inc. 1995-2001

Confidential Secretary to the GM

- Maintained confidential personal correspondence, and personnel files, scheduled appointments, and made necessary arrangements for hearing conferences and meetings.
- Prepared reports, invoices, check requests, maintained records, filing systems, and orders.