



JENNY GRIFFITH

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Summary

Passionate Sales & Marketing leader with 20 years of experience in luxury hospitality services. Compassionate, loyal, reliable and focused individual who strives for success of the team and the company. I am motivated by the talent and guests around me and grow with each team-member's individual strength. I create a respectful and dynamic environment where smart work is recognized and ideas are flowing, where a healthy competition is embraced and visions turn into actions.

Skills

- Sales Leadership and Training
- Interdepartmental Collaboration
- Relationship Building
- Budgeting and Expenditures
- Customer Satisfaction
- Brand Development
- Marketing Strategy Development
- Online and Offline Marketing

Experience

Self-employed | Miami, FL

Relocation

06/2021 - Current

Relocation with my family and now green card holder to continue my career in the US.

SO/ Berlin Das Stue | Berlin

Director of Sales & Marketing

10/2015 - 05/2021

5 Star Superior luxury hotel with 78 rooms and suites, a Michelin Star and a casual restaurant as well as a happening bar and event spaces.

- Building /leading and guiding a longtime stable and successful groups & events, sales and marketing team, which exceeded revenue expectations in 4 out 5 years of me working at the property
- Supervised and actively managed the whole process of management and brand change from a privately owned hotel " Das Stue" to part of Accor brand "SO"
- Prepared, communicated and executed sales and marketing plans, promotions, yearly budgets, independent business strategies and other critical information and escalated areas of concern to owner and later to management company

Intercontinental Berlin | Berlin, Germany

Director of Sales

12/2013 - 09/2015

5 Star hotel, part of IHG Hotels and Resorts, with almost 600 bedrooms and 42 meetingspaces; after 6 month we took over a second hotel, Crowne Plaza Berlin Potsdamer Platz and I led my team to manage the inclusion of the hotel and created processes and structures for a cluster sales service that now serves 5 hotels in that set up.

- Professional and disciplinary management including recruiting and training of the Field Sales team (pro-active sales force) of 7 employees
- Achieving the sales targets for the specified target groups: Corporate Transient, Corporate Meetings, Outside Catering, Wholesaler, Leisure Groups and Incentives as well as developing aligned action plans for German and International clients
- Preparation of the revenue and cost budgets as well as implementation of

promotional and strategic actions

Domicil GmbH | Potsdam, Germany
Store Manager
11/2012 - 12/2013

Family owned interior design business, now called Vosper's Home Interiors in Potsdam, Germany, at the time Franchisee of 2 stores, one in Potsdam and one in Dresden.

- In charge of opening the store in Dresden
- Process implementation and revision of the marketing plan

The Ritz-Carlton Hotel Company
Different Positions
10/2006 - 10/2012

Luxury hotel chain. I worked at three of their properties: The Ritz-Carlton, Wolfsburg, Hotel Arts, Barcelona and a cluster position between The Ritz-Carlton, Berlin and Berlin Marriott.

Conference Manager

- Planning hotel accommodation details and events and meetings for up to 800 people

Sales Manager

- Securing MICE business (Meetings, Incentives, Conferences, Events), corporate travel and luxury transient business with focus on Germany and USA - B2B and B2C.

Education and Training

Squared Online | Hamburg
Digital Marketing Expert in Digital Marketing And Leadership Programm
03/2021

Berufsakademie Ravensburg And University of London | Ravensburg, Germany And London, UK
Diplom Betriebswirt And Bachelor of Honours in business admistration, hotel and event management
09/2006

Max-Planck-Gymnasium | Riesa, Germany
Abitur/ A-levels
07/2003

Languages

English:



Full Professional

German:



Native/ Bilingual

Spanish:



Limited

French:



Limited

Certifications

Digital Marketing
Certified of training the trainees (Ausbildereignungspruefung (IHK))
Sales and Service Foundation
Foundation of Leadership and Cultural Workshop
Quality Coach
Solution Selling by IHG
Appraisal Skills
Accelerated Leadership Development Program