



Serenity Mitchell

Sales Coordinator

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SUMMARY

Hospitality sales and events professional with five years coordinating hotel meetings, group business, **client communication**, and event execution. Hands on work includes proposals, contracts, event orders, diagrams, room blocks, budgets, rates, forecasts, reports, and post event follow up. Strong Microsoft Word and Excel skills support accurate documentation, calculations, and deadline control. Property tours, client meetings, **networking events**, outside sales support, **event management software**, photography, and content creation add practical range. Consistent coordination with banquet, front office, culinary, and audiovisual teams keeps changing requirements clear and service delivery organized. A calm, responsive approach supports guest satisfaction, client retention, brand standards, and financial objectives across competing priorities. Ready for a **sales coordinator** role where hospitality knowledge and dependable client care can support successful events.

EXPERIENCE

Sales and Events Coordinator

Prairie Crest Hotel 📅 June 2024 - Present 📍 Kansas City, MO

Coordinates group meetings, social events, and corporate programs across guest rooms and flexible meeting spaces. Supports clients from initial inquiry through post event follow up, while aligning sales, banquet, front office, culinary, and audiovisual teams around accurate documentation, service expectations, and financial details.

- Translated client requirements into **event orders**, diagrams, timelines, and department handoffs for group programs.
- Prepared proposals, contracts, correspondence, **room block summaries**, and pricing worksheets using Word and Excel.
- Led **property tours** explaining capacities, configurations, menus, food service options, and operating requirements.
- Maintained booking records in event management software before **pre event meetings** and service delivery.
- Resolved client concerns through prompt follow up, documented commitments, and clear **post event communication**.
- Supported networking events, sales outreach, **internal meetings**, photography, and marketing content under brand standards.

Sales Administrative Assistant

Crossroads Convention Hotel 📅 January 2023 - May 2024 📍 Kansas City, MO

Supported hotel sales administration for corporate, association, and **social event prospects**. Managed incoming communication, event files, calculations, diagrams, and department updates, giving sales managers and operating teams reliable information for timely planning and client service.

- Managed inbound sales calls and **email inquiries**, routing requests and maintaining timely prospect communication.
- Built event files with correspondence, draft agreements, setup notes, requirements, and **deadline trackers**.
- Calculated **room blocks**, event charges, rates, and budget scenarios in Excel with source verification.
- Produced meeting room diagrams in event software and checked layouts against capacities and setup needs.
- Coordinated client updates with hotel departments when schedules, menus, attendance, or room arrangements changed.
- Joined **pre event meetings**, captured action items, and updated documents for confirmed **service expectations**.

STRENGTHS

- 💬 **Client communication**
Handled calls, email, tours, and meetings with clear answers. Clients received timely follow up, and peers trusted the record.
- 📅 **Event coordination**
Turned changing requirements into usable orders, diagrams, and timelines. A clear handoff often prevented last minute confusion.
- 👥 **Operational alignment**
Kept banquet, front office, culinary, and audiovisual teams working from current details. Colleagues knew where to find updates.
- ♥️ **Accurate documentation**
Checked contracts, rates, room blocks, and event files before release. That extra review kept client materials dependable.
- ♥️ **Guest care**
Listened closely during service concerns and followed through on resolutions. Guests felt heard, and relationships stayed positive.

SKILLS

Hotel Sales Support

Event Coordination

Client Relationships

Property Tours Proposals

Contracts Event Orders

Event Diagrams Room Blocks

Microsoft Word Microsoft Excel

Budgets Forecasts

Customer Service Issue Resolution

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



- Sales and Events
Coordinator at Prairie Crest
Hotel (2.3 Years)
- Sales Administrative
Assistant at Crossroads
Convention Hotel (1.3 Years)
- Guest Services and Sales
Support Associate at Riverbend
Suites (1.2 Years)

Guest Services and Sales Support Associate

Riverbend Suites 📅 October 2021 - December 2022 📍 Overland Park, KS

Served business and leisure guests while supporting group inquiries, site visits, **small meeting bookings**, and internal event preparation. Built foundational knowledge of hotel facilities, **guest room types**, menus, operating procedures, client communication, issue resolution, and accurate hotel system entry.

- Served business and leisure guests while supporting group inquiries, **site visits**, and meeting bookings.
- Gathered event needs through professional phone and email communication, then directed qualified opportunities.
- Prepared **correspondence**, meeting space information, and setup notes for sales and operating partners.
- Addressed **guest concerns** with **empathy**, coordinated resolutions, and documented outcomes across shift handoffs.
- Supported tours and internal events by confirming readiness, signage, timing, and client materials.
- Entered guest and group information accurately while balancing service requests, deadlines, and property movement.

PROJECTS

Corporate Meeting Conversion 📅 2024

Coordinated a corporate meeting program across flexible spaces, room blocks, diagrams, event orders, and department handoffs. Clear documentation helped teams prepare consistently for client arrival and service delivery.

Group Booking Documentation 📅 2023

Built a structured event file process for proposals, agreements, setup notes, correspondence, room requirements, and deadlines. Reliable records gave sales managers a clearer view of active business.

LEADERSHIP & AWARDS

- Recognized by hotel leadership for dependable client follow up and accurate event documentation.
- Selected by team members as a trusted support partner during busy meetings and changing timelines.
- Commended for calm guest concern resolution and clear communication across operating departments.

EDUCATION

Bachelor's Degree in Hospitality Management

Missouri State University 🎓 GPA: 0 📅 2021 📍 Springfield, MO

Coursework: Hotel Sales, Event Planning, Hospitality Operations, Business Communication

CERTIFICATIONS

- Certified Guest Service Professional 📅 2022
- Hospitality Event Operations Certificate 📅 2021

TECHNICAL SKILLS

- **Microsoft Office:** Microsoft Word, Microsoft Excel, Microsoft Office
- **Hotel Sales Systems:** Booking records, sales files, client records
- **Event Management Software:** Event diagrams, booking data, event records
- **Event Documentation:** Event orders, proposals, contracts
- **Financial Analysis:** Room blocks, rates, budgets
- **Sales Reporting:** Forecasts, sales metrics, pricing worksheets
- **Meeting Planning:** Meeting rooms, event configurations, capacities
- **Client Communication:** Telephone etiquette, email correspondence, client meetings

- **Marketing Content:** Content creation, photography, brand standards
- **Hotel Operations:** Banquet coordination, front office, culinary service
- **Customer Service:** Guest satisfaction, issue resolution, post event follow up

PROFESSIONAL AFFILIATIONS

- Hospitality professionals network participant, connecting with peers through local industry events.
- Hotel sales and events community participant, sharing practical service and planning knowledge.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST