

BRENDA TAFT

825-454-3500
brendataft@icloud.com

3115 -6 Street NE
Calgary, Alberta
T2E7Z9

PROFILE

Highly motivated Sales executive, excellent negotiation skills. Proven track leader in Hotel sales

EXPERIENCE

Director, Business Travel Sales Hilton Worldwide — 2014- 2023

Responsible for generating \$150 million from Hilton top producing technology accounts into Hilton Worldwide 7200 hotels. 10% increase in revenue year over year.

Quarterly reviews, execution of annual Transient RFP process,

Working jointly with Corporate travel team for innovative and strategic solutions to elevate their travel program

Manager, Hilton Worldwide Sales — 2001 - 2014

Managing 30 corporate accounts within Hilton Worldwide Sales, increasing annual revenue 30%

Sales Manager - Calgary Marriott Hotel — 1995- 2001

Responsible for booking Large Association Groups into Calgary Marriott.

Annual revenue increase of 10%. Year over year

Conference Service Manager — 1991 - 1995

Keep these descriptions of experience clear, concise, and relevant to the position you're applying for.

EDUCATION

University of Lethbridge — Bachelor of Management 2001

SKILLS

Highly energetic, strategic, customer oriented and results oriented

AWARDS

Circle of Excellence - Hilton Worldwide Sales 2008, 2012 and 2014 - Top achiever

Several brand awards highlighting excellence in sales