

BRYNN K. LEVINE

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SUMMARY

Results-driven professional known for personable style, superior communication skills and attention to detail. Dedicated team player with demonstrated long-term commitment. Extensive experience with customer and client relations.

SKILLS

Organizational Planning | Strategic Development | Creative Thinking | Marketing | Marketing Material Design | Negotiation Skills | Customer Satisfaction | Team Building & Staff Leadership | Excel | WordPress | PowerPoint

EXPERIENCE - HISTORIC HOTEL BETHLEHEM

Marketing Manager – 2018 to 2022

- Organize advertisements for all departments; hotel, restaurants, banquets, gift shop
- Develop campaign and achieve #1 Best Historic Hotel in the Country in 2021
- Work closely with the sales department on special events planning
- Prepare monthly and yearly budget for all marketing/sales expenses
- Develop promotional materials and effective way of distribution
- Create social media plans and all marketing campaigns across all departments
- Daily maintenance of hotel website
- Monitor and create plans to outperform other properties
- Build relationships with community partners
- Handle donation requests and send out gift certificates
- Design and support hotel events - such as Roaring 20s Ball, Brews & Bites, etc.
- Sit on the Downtown Bethlehem Association Committee; as well as the Marketing Team
- Build campaign for UNESCO World Heritage Designation
- Minimal grant writing projects
- Direct report to the Owner of the Hotel

Marketing Coordinator – 2014 to 2018

- Promoted hotel as the premier destination for all events
- Created new business opportunities by reaching out to new markets
- Redesigned and maintained the hotel website, using SEO management tools
- Developed community partnerships

Guest Service Representative – 2009 to 2014

- Greeted and processed arriving clients
- Administered payments and deposits
- Generated 10-day forecasts
- Named Employee of the year for 2011

EDUCATION

DeSales University, Center Valley, Pennsylvania
Bachelor of Science, Marketing and Management