



Example of a Career History for a candidate with a background in business:

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EDUCATIONAL BACKGROUND

1990	Graduate Studies University of Phoenix 24 credit hours toward MBA
1988	BS, Hotel & Restaurant Management Cal Poly-Pomona Pomona, CA

PROFESSIONAL EXPERIENCE:

11/2002 - Present **GECKO ADVERTISING**
Somewhere, NC
www.gecko-ad.org

Vice President of Sales & Marketing

Directly reports to the company president and collaborates with fellow executives, including the Vice President of Finance, Vice President of Operations, and Vice President of Human Resources. Manages a team comprising 6 regional sales managers, a marketing manager, and a department secretary. The company specializes in marketing communications across various mediums, such as print, television, and radio advertising, with a significant focus on network spot film and video production.

Responsible for overseeing all daily sales operations and supervising corporate account groups. Leads a team of 8 direct reports and manages a total staff of 32 employees. Achieved a notable increase in sales from \$20 million to \$60 million, resulting in a remarkable 32% profit margin growth. Over the past five years, successfully expanded



the company's presence into the international market, with sales experiencing substantial growth from \$1.3 million to \$14.2 million.

1/1994 – 10/2002 SAURIA HOTELS, INC.
Suburban, IL
www.sauria.com

1/1998–10/2002 Director of Marketing

As the Director of Marketing at the corporate office of Sauria Hotels, Inc., oversaw marketing activities for 15 hotels across the United States and England. Led all sales, marketing, public relations, and advertising initiatives. Additionally, managed corporate recruitment and development within the sales department.

Initiated and implemented a successful national sales and referral program, which was adopted chain wide. Supervised a team of 15 Sales and Marketing associates who supported the national sales and referral efforts. Directly reported to the Vice President of Sales & Marketing.

During tenure, achieved significant sales growth from \$70 million to \$962 million.

Discovered the opportunity at Gecko through an industry contact, recognizing it as a chance to broaden marketing and sales expertise beyond the hospitality sector.

1/1994–1/1998 Director of Sales and Marketing

Functioned as the Director of Sales and Marketing at the 465-room Renaissance Hotel in Naperville, IL. Directly reported to the General Manager and supervised a team comprising 3 Sales Managers, a Convention Services Coordinator, a Catering Manager, and a department secretary. Notably, the Renaissance-Naperville held the distinction of being the largest hotel within the Company at the time.

Led all public relations, promotional, and advertising endeavors. Over a span of two years, achieved a 32% increase in hotel sales to \$12 million and a 21% rise in the average room rate to \$121. Pioneered an e-commerce program targeting past guests, resulting in a 22% increase in repeat business from corporate clients and a 15% elevation in the Average Daily Rate (ADR).



Provided mentorship to two Sales Managers, facilitating their promotion to Director of Sales roles at other hotels within the Sauria Hotels, Inc. portfolio.

Received a promotion from the corporate office, accompanied by a salary increase and an opportunity for continued career advancement.

5/1992 – 12/1993 **SHELDON HOTELS CORPORATION**
Riverside, CA
www.sheldonhotel.com

Director of Sales

Served as the Director of Sales for Riverside's second-largest hotel property, boasting 250 rooms. Reporting directly to the General Manager, oversaw the performance of two key team members: a Sales Director and a Catering Manager.

During tenure, attained top producer status for sales within the company, which operated a total of eight hotels, from 1984 to 1986.

Departed from the role to pursue an opportunity to return to the home state and advance to a higher position within a larger organization.

1/1992 – 5/1992 **PENNSAVER HOTEL CORPORATION**
Sun Valley, CA

Sales Associate (Intern)

For the top-performing hotel within the Penny Saver Hotels Company, a 120-room limited-service property among a portfolio of 16 hotels, served as a Sales Intern under the guidance of the Director of Sales and Marketing. Responsibilities included conducting research on past sales programs to assess their efficacy.

Following comprehensive in-the-field training, pursued an opportunity at Sheldon Hotels Corp. This position not only broadened qualifications but also offered promising prospects for future career advancement.

COMMUNITY/PROFESSIONAL

1994-1998 Naperville Rotary Club
1994-2002 Urban League-Chicago Chapter