

Julia Jackson

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Account Executive Profile

Growth-focused and dynamic professional with extensive experience in driving business growth initiatives and generating pipelines within highly competitive markets. Proven track record of propelling top-notch revenue gains by prospecting, qualifying, and closing sales deals with potential clients. Well versed in growing customer relationships, expanding customer base, and managing high value accounts. Skilled in developing comprehensive knowledge of products, competitors, and markets to promote products and satisfy sales goals. A decisive trainer with innate leadership abilities to build and coach top-performing sales and business development teams. Team-friendly collaborator with excellent communication, multitasking, problem-solving, and interpersonal skills. Proven aptitude to forge beneficial relationships with clients and business stakeholders. Proficient in Microsoft Office Suite.

- Sales Operations Handling
- Customer Service Orientation
- Sales and Marketing Strategies
- Account Management
- New Business Advancement
- Key Relationship Building
- Budget and Revenue Optimization
- Customer Base Expansion
- Staff Training and Leadership

Career Experience

Sales Manager, IHG Hotels, Atlanta, GA

03/2020 – 06/2020

Spearheaded the training of staff members to maximize capabilities for utilizing sales techniques and marketing campaigns best practices. Qualified competent business opportunities through effective networking skills.

- Initiated outreach with potential leads through calls to guests and local businesses for long term business success.

Sales & Marketing Manager, Vision Hospitality Group, Atlanta, GA

02/2019 – 03/2020

Liaised with DOS to envision and implement effective sales strategies for promoting the Hampton Inn Decatur and Springhill Suites ATL Downtown as the RevPAR leaders in the market. Streamlined the business operations by efficiently handling all administrative tasks.

- Triggered budget and revenue goals up to 29% at Hampton Inn Decatur through prospecting and share shifting.
- Expanded customer base and launched new hotel to generate additional revenue.
- Achieved and exceeded Q2 and Q3 revenue targets in 2019 through robust planning and execution.

Marketing Teacher, Fulton County Schools, Atlanta, GA

08/2016 – 02/2019

Unified business management strategies in the curricula for assisting students and boosting management and leadership skills of students. Integrated social media projects and activities in the course to support students in learning social media marketing and branding.

- Elected as teacher of the year for 2018 to 2019 for demonstrating utmost dedication towards work excellence.
- Played a pivotal role in designing a chapter of an international organization called DECA.

Additional experience as "Marketing Teacher/DECA Advisor", "Account Coordinator/Executive Assistant", "Sales & Catering Manager", "Trainer/Server", and "Service Manager" at renowned organizations.

Education

Masters of Global Hospitality Management, 2021 | Georgia State University, Atlanta, Ga

Bachelor of Science in Hospitality Management, 2011 | Virginia State University, Petersburg, VA

Professional Development

Certified Educator