

ALLISON POLRIES



PERMANENT:
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EDUCATION AND CERTIFICATIONS

Purdue University; West Lafayette, IN <i>Bachelor of Science: Hospitality and Tourism Management (3.37 GPA)</i>	August 2010 – May 2014
<ul style="list-style-type: none">Sales/Marketing concentration, HTM International Studies minorPurdue University Sponsored Internship-Study Abroad; Nanjing, Jiangsu, China<ul style="list-style-type: none">Research and present consulting report: <i>How to Improve Innovative Services under Intense Competition from Emerging Hotel Brands</i>Recruit interns for the programImplement marketing plan to millennial business travelers on Responsible Travel	June – November 2011 January 2012 – May 2014 April 2014
STAR Certification in Hotel Industry Analytics from STR and AHLEI	May 2014
Cvent University Certification	April 2014
Master Sommelier Level I Introductory Certification	November 2013

WORK EXPERIENCE

The Grand Geneva (Marcus Hotels & Resorts); Lake Geneva, WI <i>Sales Manager-in-Training</i>	June 2014 – Present
<ul style="list-style-type: none">Department rotations in accounting, banquets, golf, human resources, spa, waterpark, and othersConcentrated rotation in events and sales, working with DelphiManager shadowing in golf groups, marketing, revenue management, and group spa sales	
Indiana Tourism Research and Insight Project; West Lafayette, IN <i>Market Research Assistant</i>	March – April 2014
<ul style="list-style-type: none">Verify businesses and industry categories from email domains for stakeholder email listPerform administrative assistance via data entry in Excel	
Purdue University Trademark and Licensing; West Lafayette, IN <i>Community Engagement Licensing Intern, Sales Representative</i>	January – May 2014
<ul style="list-style-type: none">Learn the basics of trademarks and licensing including artwork approval and sell through analysisFunction as general event management during the Ryan Kerrigan 12th Boiler Golf OutingGenerate Golf Outing sponsorships from local businesses for the National Football Foundation	
Sheraton Indianapolis Hotel at Keystone Crossing (Starwood Hotels); Indianapolis, IN <i>Sales and Catering/Convention Services Intern</i>	May – August 2013
<ul style="list-style-type: none">Serve as Sales Administrator to organize Banquet Event Orders, group resumes, and contractsManage the online hotel reviews and social media pages using TrustYou	
The Baywood Clubhouse Restaurant; Long Neck, DE <i>Restaurant Intern</i>	May – August 2012
<ul style="list-style-type: none">Complete Banquet Event Orders for restaurant eventsCreate promotions on social media to bring customers in on weekdays	
Jinling Hotel; Nanjing, Jiangsu, China <i>Hotel Reception Intern</i>	June – November 2011
<ul style="list-style-type: none">Execute registration of western guests at the front deskDepartment rotations in F&B, housekeeping, guest relations, concierge	September – November 2011

ORGANIZATIONS AND ACTIVITIES

Hospitality Sales and Marketing Association <i>President</i>	January 2012 – May 2014 May 2013 – May 2014
Hospitality and Tourism Management Career Fair Board <i>Publicity Director</i>	October 2012 – September 2013
Destination Marketing Association International Student and Educators Council <i>Student Representative from Purdue</i>	November 2013
HTM Society Black Tie Dinner <i>Wine Team Server</i>	April 2014