

**Kathryn M. Norris**  
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A challenging marketing and/or sales position utilizing my social media skills, organization, and managerial abilities developed through my experience and education.

**Professional Profile:**

A proven leader with 2 years of outside sales experience and over 7 years experience in sales and operations management within the hospitality industry; who was successful at transferring management skills to the non-profit sector by leading major internal projects.

**Work Experience:**

**President/ Owner**

Peach Promotions; Key West, Florida 06/10-Present

- Develop and manage online marketing campaigns by effectively driving brand awareness, engagement and traffic to social media pages.
- Achieve a strong, visible social media presence and develop concepts with viral potential. Continuously monitor online public relations and ensure the success of client programs.
- Assess social media marketing strategies to determine rate of return. Identify and tap into new channels to optimize ROI and fuel revenue growth.
- Build a strong base of repeat business and serve as the #1 requested social media consultant in the keys.

**Marketing Coordinator/Assistant Director Fantasy Fest**

The Market Share Company; Key West, Florida 02/10-11/10

- Managed the Fantasy Fest web site and social media outlets
- Created and sent all press releases to local and Miami media
- Assisted with grant application for Fantasy Fest 2011 and Capt. Tony Days 2011
- Managed all sponsor articles and ads placed into the official Fantasy Fest guide
- Managed the VIP and press credentials for Fantasy Fest and Super boats International
- Oversaw all operations of Fantasy Fest parade, masquerade march, and street fair
- Renewed all previous year sponsorships for Fantasy Fest
- Attended all TDA meetings and create minutes for approval by Board members
- Responsible for the creation of all brochures, rack cards, newspaper ads, and posters and ensuring their distribution

**Front Desk Supervisor/Concierge**

Old Town Manor, Rose Lane Villas; Key West, Florida 10/08-02/10

- Controlled daily room inventory
- Checked in/out guests of both properties and sell island activities to all guests
- Followed up on room inquiries via email letters
- Managed and balanced daily bank intake

**Sales Representative**

Smart Media Solutions, LLC; Norcross, Georgia 08/07-09/08

- Overall attainment of revenue results by developing weekly quotas
- Produce photographs and layout for ads published in weekly CarSmarts magazine
- Responsible for creating of ads in assigned territory and submit before deadlines
- Collect payments for company provided services and follow appropriate procedures

- Support the sales process by seeking out potential business opportunities and staying up-to-date on industry information

**Advertising Consultant**

08/06-08/07

Cox Auto Trader; Marietta, Georgia

- Overall attainment of revenue results by developing weekly quotas
- Produced photographs and layout for ads published in weekly AutoMart magazine
- Researched contact, product, and general information on prospective advertisers
- Served as primary contact for clients and advertising agencies on requests and inquires regarding schedules, invoices, pricing, etc.
- Cultivated client relationships, increasing customer satisfaction and repeat sales

**Executive Administrative Assistant**

11/03-08/06

Zoo Atlanta; Atlanta, Georgia

- Provided administrative services to the Chief Financial Officer, VP of Animal Science, VP of Government Relations & Community Affairs, and the Director of Facilities
- Provided stewardship to top donors and Government officials with VIP tours at the zoo
- Directed the planning, marketing, and execution of all Government events
- Reviewed and regularly archive electronic daily keeper reports, maintained animal records files, including current collections, transactions files, and disposition files
- Prepared bi-weekly animal updates utilizing Microsoft publisher

**Executive Assistant to Development**

11/03-12/04

Zoo Atlanta; Atlanta, Georgia

- Managed and organized new Board Orientation meetings
- Managed Board of Directors profiles within the Razor's Edge software
- Assisted with the organization of the Raffle and silent auction for the Beastly Feast event

**Call Center/Office Manager**

1/02-09/03

American Connecting Source Meeting Planning; Atlanta, Georgia

- Managed a reservations staff of 7 to ensure the daily operations of the sales call center
- Wrote scripts to successfully sell hotels throughout the east coast for all inbound calls
- Attended trade shows to promote the company in and out of state
- Performed duties in the Retention department retaining customers who wanted to cancel
- Generated nearly \$300,000 of sales

**Sales Coordinator**

4/01- 12/01

Holiday Inn Select; Norcross, Georgia

- Distributed and created the Select Advantage Club newsletters and direct mailings
- Assisted Director of Sales and Director of Catering with marketing report to establish sales quotas
- Managed all group rooming lists and ensured all contracts were signed
- Assisted the General Manager and Director of sales in obtaining new business with corporations in the area

**Front Desk Supervisor**

04/96 - 12/99

Interstate Hotel Corporation; Key West, Florida and St. Petersburg, Florida

- Managed front desk staff of 7 to ensure that the daily operations of the front desk, operator, and bell stand were properly executed
- Controlled the daily room inventory
- Created weekly schedules and trained all new staff

Education:

Master of Business Administration

2006

American Intercontinental University, Hoffman Estates, IL

- Concentration: International Marketing