

## **Annette Sellers**

242 West Del Rio Street  
Gilbert AZ 85233  
(602) 295-1635  
[annettes4@cox.net](mailto:annettes4@cox.net)

---

### **Sales & Marketing Manager**

Project Management/Marketing Excellence/Sales Driven

---

Confident, creative and highly motivated sales and marketing professional with many years of distinguished performance in the industry. Broad-based background encompasses exceptional work ethic and commitment to organizational objectives within a highly competitive and rapidly changing marketplace. Proactive manager, team builder and tactical planner with ability to attract and secure key players in building strong and lasting business relationships. Recognized for decisive leadership and proven ability to face challenges head-on and execute sound decisions while achieving corporate goals.

#### **Strengths**

- Competitive Market Analysis
- Strategic Planning Skills
- Relationship Building
- Outperform Sales Quotas
- Event Management
- Trade Show Management
- Partnerships & Alliances
- Business Development

---

### **Professional Experience**

---

**Villa Siena, Gilbert AZ**

**12/2003 - 4/2009**

#### **Event Manager**

Established all facets of a premier reception venue from inception. Generated sales and revenues exceeding \$1 million after one year in business. Met monthly sales quotas and established future goals. Built vendor alliances and partnerships. Worked with partners to ensure a common goal. Established and maintained vendor relationships. Managed daily event operations. Developed required contracts and formalities. Hired, trained and motivated a successful team of employees. Oversaw creation of sales and marketing vehicles. Coordinated all aspects of the events to exceed client expectations. Achieved average score of 9 or better from client surveys. Maintained service standards, monitored production and labor costs. Handled facility and maintenance contracts.

**Independent Contractor, Chandler AZ****11/1996 - 12/2003**

Worked as an independent contractor (1998-2003). Raised nearly \$1 million to support local charities and annual events including Muhammed Ali Fight Night, Martin Bayless Foundation, First Down for Down Syndrome and Cardinals Charities. Increased fundraising efforts at private preschool from \$5,000 to \$25,000 annually in a three year period. Sought funds and built a fully functioning library in a Charter based school. Solicited and coordinated barter trades. Managed, organized and ran a household of five. Developed highly skilled, multi-tasking, organizational and interpersonal skills. Volunteered in church, community and school events.

**America West Airlines, Tempe AZ****11/1987 - 11/1996****Manager Sales & Marketing Promotions**

Responsible for developing third party partnerships, managing promotional programs from the tactical planning stages and presentation through implementation and post program analysis. Managed a multimillion dollar budget within corporate guidelines. Evaluated, negotiated and executed Corporate Sponsorships. Planned, developed and executed promotional opportunities both in radio and television. Managed sports marketing contracts and sponsorships. Created and executed consumer promotions and media blitz's nationwide. Orchestrated numerous companywide and client entertainment events including SuperBowl XXX, Corporate/Executive Management events, golf tournaments and client appreciation weekends. Coordinated activities surrounding openings of 46 new city destinations and produced partner trade shows. Developed, organized and executed events ranging from 30 to 10,000 participants. Successfully interfaced with all levels of management. Prepared daily, weekly and monthly operational reports.

---

---

**Education**

---

Century 21 Real Estate Academy - Graduate  
University of Wisconsin Whitewater - Two Years Completed  
Harper Community College - Two Years Completed