

# Stephanie Stack

## Sales Manager

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Monroe, NY

Dynamic, versatile, and accomplished sales management professional, with extensive experience directing enterprises to achieve and exceed corporate expectations. Proficient in creating customer acquisition campaigns across diverse industries, developing sales strategy leading to inspired marketing plans, relationship management, closing, and revenue growth. Recognized for substantial driving revenue expansion across traditional and emergent marketplaces. Adept at leading, inspiring, and developing high performing, loyal teams. Effective and inspirational communicator, skilled in building lasting relationships with diverse populations of clients, vendors, and key stakeholders.

### Areas of Expertise

- ◆ Lead Generation
- ◆ Sales & Marketing Collateral
- ◆ Marketing Strategies
- ◆ Social Media Strategies
- ◆ Business Development
- ◆ Public & Media Relations
- ◆ Innovative Growth Initiatives
- ◆ Motivational Team Leadership
- ◆ Customer Experience Creation

### Professional Experience

#### Arrow Park Inc, Monroe, NY Sales Manager

2015 – Present

Lead sales and event planning for historic mansion that provides accommodations for 50 people and event hosting for up to 400 people. Liaise with clients to plan and execute events meeting their budget and personal goals and vision, strive to find creative ways to meet all reasonable requests. Draft initial contracts, customize budgets, personalize contracts, and establish payment schedules. Attract new clientele through innovative social media marketing, print, newspaper, and radio advertisements, online and client referrals, and traditional marketing venues. Retain clients and generate repeat sales through on-going relationship building strategies. Deliver outstanding customer service, consistently exceeding client expectations.

- Increased revenue 500+%, from \$220K in 2015 to \$1.2M in 2019, as sole event salesperson.
- Generated cash flow year round and limited canceled event liability through implementation of strict payment schedule process.
- Boosted average event cost from \$10K to \$19K, quadrupled quantity of events from 21 to 88.
- Recognized as "Best of Weddings" by "the knot" and "wedding wire" publications.

#### Interim General Manager, Summer 2019

Directed maintenance and management of eight apartments, two cottages, 3,000 square foot pavilion, 10,000 square foot mansion, and 60 acres land. Ensured provision of successful events for up to 500 guests per weekend. Collaborated with department leaders to ensure consistent adherence to company standards and policies.

- Supervised renewal of two cottages and supporting properties to deliver a warm, rustic atmosphere to enhance customer enjoyment.
- Scheduled employees and ensured adequate staffing levels to expedite event set-up, and clean-up, as well as weekly property maintenance.

## Catlin Gardens, Slate Hill, NY

1997 – 2014

### Sales & Catering Director, 1998 - 2014

Spearheaded substantial sales growth, enabling addition of second catering hall, hotel, and pub. Grew sales team from one parttime employee to five-member team. Facilitated event planning encompassing date selection, vendor booking, menu creations, payment timetables, schedule coordination, and guest liaison. Hired, supervised, and motivated sales team, led performance evaluations, and formed a culture of teamwork. Monitored competitive landscape to develop innovative processes to boost sales. Planned sales goals, analyzed past performance, evaluated sales metrics, and forecasted future sales to assist business development objectives.

- Mentored and trained sales team, delivering comprehensive orientation and onboarding program to educate reps across all aspects of event sales and catering, encompassing accommodations within 40-room boutique inn, two banquet facilities able to host 350 guests, 50-person private dining area, and 105-person Irish pub.
- Led sales initiatives to attract target audiences including retreats, seminars, corporate events, and holiday parties.
- Created engaging public relations and marketing campaigns including radio ads, newspaper features, and local networking opportunities.
- Directed brand management, product launches, sales collateral, advertising, and tradeshow.
- Designed and decorated unique events catering to individual client requirements.
- Awarded "Best Wedding Facility" for five consecutive years from "the knot" publication.

### Sales Associate & Maître D', 1997 – 1998

Fulfilled diverse FOH and BOH roles to develop robust knowledge of event execution, health, safety, food and beverage regulatory compliance. Delivered exceptional customer service to produce positive guest experiences.

## Education

### Associate of Science Media Communications

East Stroudsburg University of Pennsylvania, East Stroudsburg, PA

## Affiliations

Nominated and Participated in Leadership Orange

Orange County Chamber of Commerce

Warwick Chamber of Commerce

Mahwah Chamber of Commerce

Orange County Tourism

Association of Bridal Consultants