



ARANTXA

A.

B2B SALES EXECUTIVE
IN CASINO OF MADRID

COVER LETTER

- ◆ Experienced Sales Executive with more than 15 years in B2B corporate sales area, excellent skills to develop, manage and maintain relationships, a networker.
- ◆ Deep knowledge and experience of B2B sales AND marketing.
- ◆ Learn and understand easily new products, procedures and sectors.
- ◆ Currently I am working at Casino de Madrid with the awarded two Michelin stars Paco Roncero. My roll includes all B2B sales and marketing activities with the support of teams including key account sales advertising, and public relations. Key strategic activities includes management of key accounts such us Telefónica, Santander, Grupo Prisa, Fundación Mapfre, Pelayo and strategic events like Woman awards, Europa Press or Nueva Economic Forum, ...
- ◆ Strong sense of quality, an eye for details, a collaborative nature, a passion for talent management and development, exceptional presentation, communication and writing skills.

ARANTXA AGUADO

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IN CASINO OF MADRID

EDUCATION



ThePowerMBA (Digital Marketing)



PDI - Senior Management
Development -
NH Hotels University, 2009



CHAMBER OF COMMERCE – Post
Graduate Marketing and Commercial
Direction, 2004



EFTI Professional 1 photography.

MASTER IN TOURISM & ACTIVITIES
MANAGEMENT, 1998-1995

LANGUAGES

English : Advance

German: Intermediate

Spanish: Native

Valenciano: Intermediate

French: Starter

DIGITAL TOOLS

Ms Office

CRM: Oracle, SAP

PHOTO EDITION: Capture One, Aperture,
Lightroom

VIDEO EDITION: FCX

OS: Mac & Windows

B2B SALES EXECUTIVE

CASINO DE MADRID - NH HOTEL GROUP

- ♦ Responsible of B2B clients, agencies, DMCs and other stakeholders.
- ♦ Accomplishments:
 - Manage effectively relationships with existing clients and develop new clients through sales activities, trade shows and product presentations.
 - Organize events with national and international key accounts.
 - Reporting to Sales Director.

2005 - now

SALES EXECUTIVE, NH PARQUE AVENIDAS

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2010

SME DEVELOPMENT, NH EUROBUILDING

- ♦ Assist the Director of DDC with the implementation and achievement of the Sales Marketing plan.
- ♦ Sell hotel guestrooms groups, catering services, and banquet facilities through direct client contact to maximize total rooms revenues and profits.
- ♦ Develop rate plans for wholesale markets.
- ♦ Establish client base of organizations, associations, social, and corporate businesses through direct outside and inside sales effort for the purpose of securing business for the hotel to ensure that predetermined sales expectations are met and exceeded.
- ♦ Develop and maintain relationships with key clients in order to produce group and/ or convention business.
- ♦ Negotiate guest room rates, meeting room rental, function space, and hotel services within approved booking guidelines.

2002-2005