

Sofia Bennett

GROUP SALES
COORDINATOR

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Skills

Group Sales • Room Blocks
Contracts • Banquet Event Orders
Event Planning • CRM • Excel
Microsoft Office
Customer Service
Communication Skills

Summary

Group sales coordinator with 4 years in Orlando resort and attraction sales, managing room blocks, contracts and itineraries for school, sports and corporate groups. Supports \$6.5M in annual group sales and coordinates each booking from first inquiry to final invoice.

Experience

Group Sales Coordinator 02/2024 - Present
Cypress Grove Resort Orlando, FL

750-room resort with 60,000 sq ft of meeting space.

- Coordinate room blocks, contracts and rooming lists for **180** groups a year worth \$6.5M in group sales.
- Draft contracts and banquet event orders in Microsoft Office, then confirm details with catering, AV and front office.
- Track group pickup against room blocks in Excel each week, flagging soft blocks to managers 30 days out.
- Respond to group leads in the CRM within 24 hours and convert about 1 in 4 inquiries into signed contracts.

Group Sales Assistant 05/2022 - 01/2024
Kissimmee Adventure Park Kissimmee, FL

Theme and water park hosting 300,000 guests a year.

- Booked **220** school, church and youth sports group visits a year, handling tickets, meal vouchers and deposits.
- Provided customer service to group leaders by phone and email, earning a 4.7 of 5 group survey score.
- Organized arrival schedules and welcome packets, checking headcounts and allergy notes with each group leader.
- Planned 12 private event nights a year for corporate groups of 300 to 1,500 guests.

Front Desk Associate 08/2020 - 04/2022
Seminole Suites Hotel Orlando, FL

220-room hotel near the university; part-time during college.

- Registered **90** guests a shift and handled group arrivals for visiting sports teams and conferences.
- Booked about 30 room nights a week from reservation calls, upgrading guests to suites on 1 in 6 calls.

Education

Bachelor of Science 05/2022
University of Central Florida Orlando, FL
Hospitality Management