

# Anna Jimenez Oliveras

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## ***Sales & Marketing Leader — Hospitality Industry***

Outgoing, multi-lingual sales leader with 15+ years of demonstrated expertise driving revenue and profitability growth for top hospitality properties. Highly skilled at managing relationships with strategic partners, building/executing creative marketing plans, networking at industry events, and leading efforts to maximize sales and revenue production within a fiercely competitive industry sector. Recognized throughout career for strengths in customer service, communications, collaboration, and creative problem-solving — in addition to a dedicated work ethic and the ability to excel in virtual/remote roles.

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### QUALIFICATION HIGHLIGHTS

Sales Leadership	Strategic Partner Management	Sales Trend Analysis
Marketing Strategy	Customer Experience	Campaign Management
Event Marketing	Prospecting & Lead Generation	Upselling / Cross-Selling
Contract Negotiation	Sales Promotions	Partner Training & Support

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### EMPLOYMENT HISTORY & HIGHLIGHTS

OCEAN BY H10 HOTELS ([www.oceanhotels.net](http://www.oceanhotels.net))

- North America Market Manager** — Aug 2018 to Present
- Global Contracting & Sales Manager** — Feb 2015 to Aug 2018
- Marketing Partnership Manager** — Aug 2014 to Jan 2015
- Business Development Manager** — Aug 2013 to Aug 2014

History of sales, marketing, and account executive roles held with this chain of 7 all-inclusive hotels in Mexico, Jamaica, Cuba, and the Dominican Republic—as well as the company's 5-star Grand Luxe properties. Accountable for managing all the company's highest revenue partnerships in North America (over 50% of annual revenue) including top luxury consortia such as Preferred, Virtuoso, and Signature.

- Increased partner portfolio by 35% within three years — negotiating contracts and joint marketing campaigns with over 20 U.S. and Canadian partner firms
- Manage a team of business development managers conduct weekly sales meetings with the BDM, Corporate Marketing, and E-commerce teams to maximize sales and align North American strategy
- Attend key events to build relationships and develop new strategies with top partners in the industry
- Negotiate contracts with 200+ worldwide distributors including wholesalers, bed banks, OTA's and consortia—and work directly with retailers/travel agents and key strategic partners
- Analyze ongoing industry trends and performance data, holding biweekly meetings with hotel DOS and delivering monthly forecasts to the Board of Directors, Partner Representatives, and Executive team

KNOWLEDGE SHARING SYSTEMS ([www.knowledgesharing.com](http://www.knowledgesharing.com))

**Account Manager** — Jun 2011 to Aug 2013

Gained a deep foundation of sales, relationship-building, and account management skills working with this SaaS organization providing an enterprise-wide innovation management solution.

- Led aggressive prospecting that increased the firm's customer base in LATAM by 30% in two years
- Built, maintained, and updated databases to manage the sales pipeline and track key decision-makers
- Led kick-off product meetings with clients to ensure customer success, smoothly handing further post-sales implementation efforts off to the operations department
- Maintained relationships with 18 new accounts to ensure satisfaction and explore upselling potential

*Additional prior experience (details on request) gained in Barcelona, Spain holding a series of early-career sales and marketing roles for Techdata, and Computer Associates, US-based international company—as well as for SM Data*

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### EDUCATION & ADDITIONAL INFORMATION

**A.A. Degree Program** | Eastern Florida State College (completing in Q4 2022)

**Revenue Management Courses** | Beonprice Academy (2020-Present) & BeezHotels (2019-2020) — Completed courses on Revenue Management, Market Intelligence, Quality, Segmentation, and Forecasting

**Language Skills** | English, Spanish, Catalan (fluent); Italian (intermediate); French (basic)

**Software** | Tableau, Salesforce, Microsoft Office, Apple technology and iOS

**Volunteer Work** | Women in Travel Thrive (2021) — Currently supporting this special initiative aimed at reducing the impact of COVID-19 on the careers of women in the travel/hospitality field  
| Surfrider Foundation (2022- present) The Surfrider Foundation is dedicated to the protection and enjoyment of the world's ocean, waves, and beaches, for all people, through a powerful activist network.