

STEPHANIE JURIGA

MSMR Candidate, Sales Professional



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SUMMARY

MSMR candidate and hospitality sales professional seeking a career transition into a marketing role. Skilled in business development and customer service with strong attention to detail. Professional interests include consumer insights and qualitative research.

SKILLS

- Business Development
- Customer Service
- Attention to Detail
- Time Management
- Strategic Negotiation

DEVELOPING TECHNICAL SKILLS

- Python3 for SPSS Statistics
- R for SPSS Statistics
- Sampling and Research Design

EDUCATION

August 2023 - April 2025 Master of Science in Marketing Research
Eli Broad College of Business, Michigan State University

- **Relevant Coursework**
 - Marketing Research for Decision Making
 - Consumer Decision-Making and Behavior
 - Qualitative Research

August 2017 - May 2021 Bachelor of Arts in Hospitality Business, Minor in Public Relations
Eli Broad College of Business, Michigan State University
3.75 GPA

PROFESSIONAL EXPERIENCE

February 2023 - Present Group & Catering Sales Manager
Daxton Hotel- Birmingham, MI

- Booked over \$2M of Banquets & Catering events within the first year of employment by cultivating strong client relationships.
- Brought in business from 40 new accounts through innovative sales strategies.
- Earned +\$300k of repeat business for 2024 by developing and analyzing Amadeus Salesforce booking reports and conducting market research to determine trends and target accounts.
- Utilized strong negotiation skills to secure favorable terms for group event bookings.

January 2022 - February 2023 Catering Sales Manager
Graduate Hotels- Graduate Ann Arbor, MI

- Coordinated and executed large-scale events with a focus on seamless logistics and guest satisfaction.
- Cultivated strong relationships with clients to ensure their needs were met and expectations exceeded.
- Designed menus that catered to varying tastes and dietary preferences, taking into consideration seasonal availability.
- Developed time management skills while detailing events within a booking window of less than 2 months.

June 2021 - December 2021 Small/Medium Business Development Representative
Coyote Logistics- Detroit, MI

- Generated leads by cold-calling an average of 70 leads per day which generated +\$290k in revenue within 3 months on the sales floor and exceeded team goals.
- Prospected, proposed, and obtained business with at least 3 new accounts per month through strategic relationship building.
- Consulted with customers to discover needs and recommended service offerings based on market trends and industry standards.

June 2020 - August 2020 Lake House Supervisor Internship
Orchard Lake Country Club- Orchard Lake, MI

- Provided exceptional customer service to surprise and delight club members.
- Managed and motivated a team of restaurant staff to maintain service standards and flawlessly execute fine dining events.

February 2019 - August 2019 Disney College Program- Quick Service Food & Beverage
Walt Disney World Resort- Disney's Caribbean Beach Resort, Orlando, FL

- Utilized the Four Keys Basics: Safety, Courtesy, Show, and Efficiency to provide outstanding customer service while interacting with guests of diverse backgrounds
- Expedited food orders in a fast-paced environment by communicating between front and back of house Cast Members
- Attended Train the Trainer course to learn how to properly train Walt Disney World Cast Members