


Delilah

 Toronto, Ontario

 Phone Number

 Email

A result focused and client-centric leader with a passion for sales, service excellence, customer loyalty and innovation. Over a decade of experience in sales and leadership currently being applied in the luxury travel industry. Motivated by leading teams to exceed growth and profit goals by embracing an agile and analytical approach and fostering team commitment through trust. Thrives in a fast-paced, entrepreneurial workplace that requires equal parts relationship building, strategy, innovation, and teamwork.

Work History

2020-04 - Current

Director of Product and Procurement

Luxury Travel Company, Toronto, Ontario

- Devised and executed partner onboarding and contracting in line with business needs.
- Responsible for national YOY rate negotiations and cost reduction strategies. (achieved a 10% reduction in costs 2018 FY)
- Created marketing objectives for each inbound revenue stream and collaborated with the marketing team on full 360-go-to-market strategies.
- Collaborated with internal teams and external partners to grow Luxury Travel Company's market share and brand awareness through thorough internal and external analysis.
- Developed and implemented strategies to update over 35,000 client experiences in Luxury Travel Company's product range.
- Responsible for product merchandising and pricing for both online and print media.
- Key contributor to the redevelopment of the companies rebranding and new website.

2014-03 - 2020-04

Director of Sales and Operations

Luxury Travel Company, Toronto, Ontario

- Responsible for all operational aspects of an exceptional sales team of over 45 consultants (\$45M+ in sales) including, P&L, sales and customer service performance, recruiting, NPS, Customer Service, HR processes.
- Increased revenue by implementing a successful and disciplined sales cycle process along with ongoing team lead incentives and product focused training. (achieved 22% growth sales revenue in 2018 FY; on track to achieve 30% sales

growth pre- COVID-19)

- Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations. (increased close rate in the repeat channel from 10% to 25%)
- Product lead and primary contact between Travelex Insurance and Luxury Travel Company, manage policy escalations from clients, designed and implemented staff insurance policy and sales training.
- Senior Leadership conduit between the sales team and the IT department during CRM development and improvement periods.

2011-01 - 2013-12

Assistant Manager

Corporate Travel Agency, Melbourne, Victoria

- Developed a loyal clientele base due to excellent listening and research skills and a keen understanding of travel budgets.
- Offered hands-on assistance to customers, assessing needs and maintaining current knowledge of consumer preferences.
- Monitored employee performance and developed improvement plans.

2007-06 - 2011-01

Retail Store Sales Manager

National Retail Travel Agency, Melbourne, Victoria

- Oversaw employee performance, corrected problems and increased efficiency to maintain productivity targets.
- Strengthened merchandising and promotional strategies to drive customer engagement and boost sales.



Education

2008-06 - 2009-06

Certificate IV in Frontline Management

Plan Power Training Solutions - Melbourne

2007-06 - 2008-06

Certificate III Tourism (International Retail Travel Sales)

Plan Power Training Solutions - Melbourne

2005-01 - 2006-12

Diploma of Management

National Skills Development Centre - Melbourne



Skills

Strategic agility

Effective Communication

Analytical and decisive problem solver

Budget Management

Coaching and mentoring

Solution selling

Business development and planning

Staff Management

Sales funnel development

Prioritization of the team