

MELINDA LAUGHON

ADJUNCT FACULTY

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OBJECTIVE

To bring my knowledge and experience to the classroom and help college students understand the impact Hotel Sales has on the overall success of hotels and resorts.

EDUCATION —

Virginia Tech, Bachelor of Science
in Education, 1987

Marriott International,
Certified Trainer, 1993

Florida Atlantic University
HTM Certificate, 2020

Myers-Briggs Type Indicator
Certified Practitioner, 2021

KEY SKILLS —

Strong Account Management
Relationship Development
Stakeholder Management
Training, Presentation Skills
Solutions-Focused
Highly Organized
Strategic, long-range vision
Attention to Detail
Collaboration with Others

EXPERIENCE

Virginia Tech

Howard Feiertag Department of Hospitality & Tourism Management

Adjunct Instructor, Jan. 2023 - Present
Co-Instructor, Aug. 2022 – Dec. 2022

Marriott Caribbean & Latin America Resorts

Market Director Group Account Sales, Nov. 2018 – Oct. 2020
Director, Account Sales, *May 2009 – Nov. 2018*
Senior Account Executive, *2004 – 2007*

Eisenman & Associates

Vice President of Meeting Services, August 2007 – May 2009

The Roanoke Times

Recruitment Advertising Account Manager, *2003 – 2004*

The Hotel Roanoke & Conference Center

Business Travel Sales Manager, *July 1998 – June 2002*
Sales Manager, *April 1995 – July 1998*

CAREER HIGHLIGHTS

Managed a \$10 Million corporate account for 12 years through a strong relationship with the customer and guided her through challenges with the support of the Operations Team.

Subject Matter Expert in Association business for Marriott
Opened and managed pre-opening sales efforts for two hotels
Certified Trainer in Sales and Customer Service for Courtyard by Marriott

Extensive Sales experience in Catering, Business Travel, Group Sales including Corporate, Association, Government and SMERF; Day Meeting Package and All-Inclusive Package Sales

REFERENCES

Available upon request

