

# Lizzie Noel Taylor

Professional communicator with a background in organizational management & event coordination

248-497-1900  
LizzieNoel24@gmail.com

---

## Professional Experience

### **Sales & Revenue Manager** (June 2023–Present)

#### **Front Desk Agent** (October 2022–June 2023)

*Home2 Suites by Hilton*, Northville, MI

- ✓ Assist the General Manager as needed and act as Manager on Duty when GM is unavailable.
- ✓ Generate revenue and rooms, manage group and event accounts, create high guest satisfaction, and solicit past and new business opportunities.
- ✓ Establish and maintain rapport with clients prior to, during, and post events, encouraging repeat business.
- ✓ Respond promptly to all inquiries, lead referrals, and existing clients, tracking documentation of all communication.
- ✓ Utilize Hilton's GRO platform to analyze occupancy and rate forecasts to determine rate strategies.
- ✓ Track and maintain negotiated rate contracts with local and national business accounts.
- ✓ Create marketing materials and signage using Hilton Home2 Suites brand collateral.
- ✓ Oversee the training and management of Front Desk Agents when Front Desk Manager is unavailable.
- ✓ Completed the Hilton Core Sales Skills Foundations certification course.
- ✓ Attended the 2023 Hilton All-Suites Focused Service Leadership Conference

### **Director of Programs** (Jan 2020–Feb 2022)

*Association Services Stellar Events*, West Bloomfield & Owosso, MI

- ✓ Aid in the planning and execution of events.
- ✓ Maintain Connections2Careers non-profit website and event schedule.
- ✓ Update Painting & Disaster Restoration Academy online vocational school website.
- ✓ Manage student records and course registrations for PDR Academy.

### **Managing Editor, Custom** (Jan 2020–Feb 2022)

*Hayden-McNeil Publishing*, Plymouth, MI

- ✓ Plan, implement, monitor, and complete projects to ensure effective management of scope, resources, time, and communication to get course materials delivered to campus on time and on budget.
- ✓ Communicate pricing, due dates and production schedules to authors.
- ✓ Collaborate cross-functionally with production, finance, and other teams to achieve author and project goals.
- ✓ Develop account plans based on the author's needs, desired form of communication, and establish a regimented cadence of communication and outreach to authors on an annual basis.
- ✓ Track, document, and communicate with internal stakeholders the status of the author/department relationship, escalating concerns of business at-risk.
- ✓ Build collaborative relationships with the sales teams as co-owners of the author, department, and bookstore relationships.
- ✓ Utilize Navision, Business Center v14, Outlook, Gmail, and Google Drive applications to efficiently complete all job requirements.

### **Director of Programs** (October 2018–January 2020)

#### **Event & Marketing Coordinator** (May 2017–October 2018)

#### **FCICA Events (mobile app) project manager** (March 2014–May 2017)

#### **Social media coordinator and administrative assistant** (June 2012–Aug 2014)

*FCICA, the Flooring Contractors Association* (an international trade association), West Bloomfield, MI

- ✓ Successfully managed multiple high-stakes projects over a course of several months.

- ✓ Restructured digital platform to streamline access to online certification and CEU opportunities.
- ✓ Convert sales leads into active candidates for online certification program and 3-day seminar.
- ✓ Update and improve existing educational content.
- ✓ Produce monthly educational webinars using platforms such as Abila Freestone and GoToWebinar.
- ✓ Execute quarterly production of industry trade magazine.
- ✓ Recruit association members to write articles for multiple industry publications.
- ✓ Maintain association management system (AMS) and learning management system (LMS) records.

**Managing editor** (May 2016–May 2017) (Volume 17, 2 issues)

**Editorial management team** (September 2015–May 2016) (Volume 16)

*The Offbeat*, East Lansing, MI

- ✓ Oversaw production of a bi-annual print literary journal, *The Offbeat*, including the soliciting of submissions, copyediting process, layout design, and ensuring all tasks were completed in a timely manner.
- ✓ Organized launch events, coordinated with vendors and staff, and produced event signage.
- ✓ Pitched the journal to local bookstores to stock and sell inventory.

**Project manager (AppAbroad mobile app)** (January 2015–January 2016)

Michigan State University, East Lansing, MI

- ✓ Coordinated with P.I. to design a mobile application for study abroad programs.
- ✓ "From User to Participant: Proto-Personas as Inhabiting Literacy Praxis" with Prof. Ben Lauren, presented at HASTAC, East Lansing, May 28, 2015
- ✓ "From connect-exchange to ConnectX: the (iterative) story of a mobile app," with Kimberly Jung, presented at SIGDOC, Limerick, Ireland, July 16, 2015

## Education

**B.A. in Professional Writing, Michigan State University, May 2017**

Focuses in project management, digital and print communications, grammar and style, marketing, document design, events, web design, user research. Study abroad program in storytelling and fandom studies.

## Skills

Customer Service, Communications, Office Administration, Editing & Proofreading, Project Management, Event Planning & Coordination, Social Media Management, Digital Content Strategy, User Experience Design, HTML & CSS, Google Drive, Trello, Outlook, Microsoft Office, Adobe Creative Cloud

## Certifications

**Hilton Core Sales Skills** (September 2023)

This badge represents that a Hilton Sales Team Member (including group, catering & events) has completed a program that enables Team Members to grow sales skills through the effective use of Hilton's Sales Process. Connected to the sales process, Team Members complete a pre and post assessment and learn through comprehensive eLearning with knowledge checks, simulations, live instructor led virtual learning led by a program coach and personal activities with leader led coaching resources.

**Digital Event Strategist (DES)** (December 2018–December 2020)

The Digital Event Strategist certification is designed to help you effectively plan, produce and measure the results of your live stream and digital engagement events. Earning this certification shows you are the authority on live stream and digital events.