

HOLLY GRATHOFF

PHONE (615) 796-9004 | HOLLY.GRATHOFF@GMAIL.COM

EXECUTIVE SUMMARY

15+ years of sales management experience with 10 years specific to marketing and project planning. Extensive background in lead generation, event operations, fundraising, strategic planning, social media marketing, and start-up marketing. Overwhelming success in relationship retention and sponsorship solicitation through various business development roles.

CAREER EXPERIENCE

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| Dec 2017 – Present | Director of Business Development |
| <i>Nelson Andrews Leadership Center</i> | |
| <ul style="list-style-type: none">• Conceptualized and created a new position within this world-class collaboration center. Responsible for designing, implementing and coordinating all of the corporate marketing strategies, fundraising initiatives, sales processes, and co-hort of advocates. Developed a successful brand, marketing and advertising strategy that increased sales 140%. Enhanced client retention through improved fulfillment and post-event follow-up. | |
| Aug 2015 – Present | Process Facilitator, Knowledge Worker |
| <i>Vanderbilt Strategy & Innovation Office</i> | |
| <ul style="list-style-type: none">• Member of the extended team at the Strategy & Innovation Office within Vanderbilt Medical Center that facilitates groups of 40-100 healthcare professionals using collaborative design to creatively challenge ways of thinking for solutions to strategic, operational or systematic problems and opportunities. | |
| Aug 2016 – Dec 2017 | General Manager |
| <i>CJ's Off the Square</i> | |
| <ul style="list-style-type: none">• Manager of the facility and sales department for this all-inclusive wedding and event venue in Franklin, TN. Responsible for lead generation, CRM management, vendor relations and year-round client management. Enhanced the marketing strategies and sales processes for a more streamlined and efficient system. Developed a video content strategy that is still increasing sales today. | |
| July 2015 – Aug 2016 | Director of Events |
| <i>Nelson Andrews Leadership Center</i> | |
| <ul style="list-style-type: none">• Full-time director for this world-class retreat facility. Handled all facility management and purchasing, all HR related hiring and staffing, all sales and coordination, and leading multi-functioning, multi-day events and everything in-between. Implemented all start-up processes including a new CRM, sales process, and marketing program. | |
| Feb 2015 – July 2015 | Hotel Indigo Nashville Downtown |
| <i>Catering Sales Manager</i> | |
| <ul style="list-style-type: none">• Full-time manager of the catering sales department for a flourishing boutique hotel. All contracts, in and outside sales, events, promotions, social media, | |

marketing and advertising, and administrative duties related to the catering department of the hotel.

Aug 2012 – Feb 2015

Main Event Productions

Event Planner, Food & Beverage Director

- Director and planner for one of Nashville's top event companies. Responsible for planning and producing a wide variety of wedding ceremonies and receptions, corporate events and private business parties. Accountable for managing staff, communicating every vision and executing every detail. Very well versed in event planning software and have designed numerous positions requiring standard operating procedures, Excel checklists and timelines, and BEO and CAD production; as well as the Bar Training Manual, New Hire process, and trained all new members. Nashville, TN.

Feb 2011 – Aug 2012

Social Event Space

Catering and Marketing Manager

- Full-time catering and marketing manager, and events coordinator. Designed and wrote the Catering Menu and the Events Brochure. I was responsible for the events calendar, catering calendar, customer relations, and advertising agenda. Managed all social media channels and marketing initiatives. Murfreesboro, TN.

PROFESSIONAL DEVELOPMENT

- Professional Coaching with Denise Hedges, PCC, Nashville, TN 2018-Present
- Biltmore Professional Development, "The Art of Customer Service", Ashville, NC 2017
- Franklin Ambassador Program Certificate, Franklin, TN 2017
- Music City Platinum Ambassador Certificate, Nashville, TN 2016

REFERENCES

Steve Weissenburger | Senior Strategy Consultant, *Vanderbilt University Medical Center* | (615)875-8403

Carter Andrews | Executive Director, *Nelson Andrews Leadership Center* | (615)243-7848

Jody Lentz | Facilitator, *jodylentz.com* | (615)397-8613

EDUCATION

University of Kansas

Lawrence, Kansas

Marketing 2003-2004

El Camino College

Torrance, California

Production Major, Marketing Minor 2005-2007