

# JENNA BORREGGINE

DIRECTOR OF MARKETING

## CONTACT

- 312-852-1513
- jenna.borreggine@fourseasons.com
- <https://www.linkedin.com/in/jennaborreggine>
- Fort Lauderdale, FL- Open to Relocate

## SKILLS

- Pre-Opening Expert
- Ownership Relations
- Revenue Generation & Expense Management
- Strategic & Confident Leader
- Innovative Visionary

## EDUCATION

University of Central Florida  
Rosen School of Hospitality Management  
2004-2007

Four Seasons Marketing & Sales Academy  
Being an Analytically Driven Sales Leader  
2018

Integrated Marketing Campaigns  
2019

Professional Selling Skills I & II  
2015-2016

## PROFILE

Four Seasons 13+ year professional with a passion to lead award-winning sales and marketing teams in high profile markets and fast paced environments. A proven revenue generator, people-builder, and strategic thinker with a drive to succeed.

"We are only what we do, not what we say we are." – Isadore Sharp

## FOUR SEASONS EXPERIENCE

### Director of Marketing

Four Seasons Hotel and Residences Fort Lauderdale- July 2020-Present

-Key decision maker and ownership relations for all marketing activities – Sales, Catering, Reservations, Advertising, Public Relations

-Strategic, Proactive, and Achiever to maximize revenue and hotel reputation

### Director of Sales

Four Seasons Resort Palm Beach- May 2016-Present

-Develop and mentor two (2) Sales Managers to become Director of Sales and one (1) Sales Coordinator to become Sales Manager.

- Achieved and Exceeded Individual Annual Sales Goal and Hotel Budget for 4 Years consecutively. President's Club Winner 2018.

### Assistant Director of Sales & Opening Sales Manager

Four Seasons Resort Orlando at Walt Disney World Resort- 2013-2016

-#1 Employee Hired Pre-Opening.

-Created all sales management systems, tools, and pre-opening collateral.

### Sales Manager

Four Seasons Resort Miami- 2010 -2012

## PREVIOUS EXPERIENCE

Senior Sales Manager- Hiltons of Chicago – Conrad, Drake, Palmer House, and Hilton of Chicago

Catering/Convention Services Manager- Hyatt Regency Grand Cypress

