
ELAINE HOLGUIN

Sales and Marketing Specialist

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EXPERIENCE

Catering Sales Manager | Sheraton Universal City

Full Service, 4-Star Hotel

February 2025 - PRESENT

- Led, coordinated and executed numerous events and conventions, crafting proposals, branded materials, and post-event communications to support client satisfaction and repeat business.
- Managed full event lifecycle from client inquiry to post-event follow-up, ensuring seamless execution and high satisfaction.
- Worked closely with the off-site Marketing team to produce event photography and video content, aligning visual assets with brand guidelines for use across digital marketing channels.
- Collaborated with cross-functional teams (kitchen, facilities, AV) to meet logistical needs and client standards.
- Generated proposals, managed budgets, and negotiated contracts to maximize revenue and control costs.
- Strengthened community engagement through high-touch service and promotional partnerships.
- Previously Sales and Marketing Coordinator for Sheraton Universal City.

Sales and Marketing Coordinator | Hilton Woodland Hills

Full Service, 4-Star Hotel

July 2023 - Feb 2025

- Previously the Social Media Champion for the property; in charge of creating and managing content for the property's Instagram and Facebook platforms using Adobe Software and Sprinklr.
 - Designed and refreshed marketing collateral including catering menus, flyers, reader boards, email campaigns, and digital content—aligning with Hilton brand standards.
 - Sole coordinator for sales and marketing initiatives; contributed to increased event bookings through targeted promotions, visual storytelling and compelling banquet layouts.
 - Acted as Social Media Champion, creating and scheduling branded content for Instagram and Facebook using Adobe Creative Suite and Sprinklr, boosting online engagement.
 - Supported trade show participation and local marketing efforts, including Chamber of Commerce events and networking blitzes to build brand presence.
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Maggiano's, Woodland Hills — *Lead Server / Bartender*

May 2017 - September 2023

- Assisted the management team with inventory, forecasting, and alcohol orders; promoted to head bartender and managed 6 other bartenders.
- Increased revenue with the highest feature and wine sales, being one of the top 5% in the company.
- Assisted all new servers and bartenders through their onboarding process and provided them with all of the necessary skills to succeed in their roles.

Graphic Designer — *Self-Employed*

January 2019 - Present

- Developed enticing website layouts for all types of clients that are unique to their brand and personnel.
- Design projects I have worked on include wedding and event stationary, menu design, photo editing, promotional materials for businesses, rebranding and advertising strategies, social media presence and more.
- Build relationships and rapport with all current and potential clients to secure repeated business

SKILLS

Software

Salesforce Delphi, Lightspeed, CI/TY, Cvent, MeetingBroker, Wedding Wire, Visrez, Cendyn, Canary, Birchstreet, OnQ, Sertifi

Adobe Suite

Express, Photoshop, Illustrator, InDesign, Acrobat

Social Media Platforms

Instagram, Facebook, Twitter, TikTok, Youtube, Sprinklr for content management

Web Development Platforms

Wix, Squarespace, Shopify, MailChimp

Microsoft Office

Word, Excel, Powerpoint, Outlook

EDUCATION

California State University, Northridge

B.A in Graphic Design; Minor in Marketing
