

ALLISON JOHNS

COMMERCIAL HOSPITALITY LEADER

📍 Newport Coast, California, United States ✉️ ali@alijohns.com ☎️ 949.780.8840 🌐 linkedin.com/in/allison-johns 🌐 allisonjohns.com

PROFESSIONAL SUMMARY

Dynamic and results-driven sales leader with a proven track record of driving significant revenue growth through innovative marketing strategies and data-driven analysis. Adept at leveraging digital platforms to enhance client engagement and market presence. Recognized for exceptional leadership skills, strategic planning, and the ability to maintain strong client relationships.

SKILLS DEVELOPED

Leadership & Communication:

Team Leadership · Executive Communication · Cross-Functional Collaboration · Client Advisory

Commercial & Revenue Strategy:

Revenue Growth · Pricing Strategy · Market Segmentation · Contract Negotiation · Go-to-Market Planning · Budget Ownership · Resource Allocation

AI & Automation (Applied):

Generative AI for Sales & Marketing · Prompt Engineering · AI-Assisted Research & Analysis · Workflow Optimization · Content & Messaging Systems

Marketing & Digital:

Marketing analytics · Brand Positioning & Messaging · Go-To-Market Strategy · Digital Marketing · Social Content Strategy

Tools & Applications:

Salesforce · HubSpot CRM · Opera Cloud · STR Reporting · Demand + Agency 360 · Tableau · Lighthouse · Ideas

WORK EXPERIENCE

THE MAYBOURNE BEVERLY HILLS | *Director of Leisure Sales* | Beverly Hills, CA | May 2025 - August 2025

- Achieved a 3% YOY revenue increase for 2026, targeting existing travel agencies and analyzing competition within 3 months.
- Implemented protocols in 1 month, boosting guest engagement and ensuring 100% fulfillment of contractual partner obligations.
- Integrated AI tools into sales initiatives to improve reporting accuracy and enhance client presentations, maximizing efficiency.

KIMPTON SEAFIRE RESORT + SPA | Grand Cayman, Cayman Islands | Home Based in CA | June 2017 – November 2024

Area Director of Transient Sales | October 2023 – November 2024

- Set brand benchmark, as the first Kimpton to achieve Forbes Five-Star and AAA Five-Diamond status.
- Implemented strategies for Kimpton Seafire to generate \$48 M in transient revenue in 2024, reaching 60% of the goal by October.
- Delivered 103% of the 2023 transient budget by leading and managing a four-person sales team.

Associate Director of Sales | March 2022 – October 2023

- Achieved a record high goal across the entire Kimpton brand by achieving a \$33.8 M transient budget for 2023.
- Led account integration for 60+ partners across multiple properties, enhancing rate accuracy and ensuring smooth operations.
- Exceeded 2022 transient revenue target by \$1.2 M through targeted marketing, FAM trips, and participation in key partner events.

Luxury Leisure Specialist | June 2018 – March 2022

- Generated \$5.5 million in transit revenue during the COVID-19, 2-year island closure by introducing innovative revenue streams.
- Maintained market leader position post Covid-19 through strategic and impactful engagement efforts during island closure
- Improved guest satisfaction by implementing effective communication protocols across divisions during island closure.

ULTIMATE JET VACATIONS (UJV) | *West Coast Business Development Manager* | Newport Beach, CA | August 2017 - May 2018

- Introduced the U.J.V. brand to the West Coast travel market and achieved gross sales exceeding \$1,000,000 in 9 months.
- Developed new accounts via booking initiatives and targeted marketing to reach a \$3 million sales target in Q4 2017.
- Monitored competitor performance and executed targeted sales efforts to achieve the sales goal of \$1 million in Q1 2018.

THE RESORT AT PELICAN HILL | *Senior Leisure Sales Manager* | Newport Beach, CA | December 2014 - August 2017

- Oversaw business development for key markets—the West Coast and Northeast—with a 2016 transient budget of \$4.25 M.
- Developed strategic relationships with key partners, achieving a 34% YOY increase within 12 months.
- Negotiated promotions and pricing with key accounts to capture market share, resulting in a 7% YOY increase for 2016.

FAIRMONT MIRAMAR HOTEL & BUNGALOWS | *Leisure Sales Manager* | Santa Monica, CA | February 2011 - June 2014

- Managed travel industry market, targeting \$3.1 million in annual room revenue.
- Exceeded quarterly targets, surpassing 2014 budget by \$500,000 through expanding key accounts and forming new partnerships.
- Generated \$1M in incremental room revenue in 2013 through targeted wholesale account strategy.

EDUCATION

University of Southern California, Annenberg School of Communication, Los Angeles, CA (2007-2009)

Master's degree in strategic public relations; Cumulative GPA: 3.7 // Published master's Thesis: "Web 2.0: An examination of its effects upon U.S. public relations practices."

Georgetown University, Georgetown College, Washington, DC (2003-2007)

Bachelor of Arts, May 2007; Major: English, Minor: Philosophy, Cumulative GPA: 3.4 / 4.0, Dean's List (2 Semesters)

PROFESSIONAL CERTIFICATES (2026)

Google Certifications

Introduction to AI · Discover the Art of Prompting · Use AI Responsibly · Maximize Productivity with AI Tools

University of Pennsylvania Certifications

AI for Business · AI Fundamentals for Non-Data Scientists · AI Applications in Marketing & Finance · AI Strategy & Governance · AI Applications in People Management