

CARLOS R. BANKS

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Davie, FL 33328

SALES / MARKETING / ANALYST PROFESSIONAL MANAGEMENT

Results oriented professional in the **International Travel and Tourism Industry**. Proven track record for increasing revenue, maximizing profits and reducing costs. Established and restructured operations, resulting in improved quality, efficiency and service. Bilingual, speak fluent English and Spanish.

SALES

- Most revenue for off-line sales office with sales over \$8.5 million.
- Analyze sales revenue by zip code, consortium and type of companies.
- Achieved sales increase each year.
- Coordinate, promote and manage trade shows - up to 2,000 persons.
- Created and presented educational seminars.
- Directed familiarization trips.
- Earned bonus for exceeding goals.

MARKETING

- Initiated and escorted largest trade mission to Malaysia from the USA in Malaysia's history.
- Developed and implemented marine contracts and seaman fares.
- Escorted trade mission from Michigan to Mexico.
- Initiated code share marketing agreement between companies.
- Initiated marketing study resulting in starting new service.
- Developed and published informational newsletters
- Developed promotional material.
- Initiated new tour products.
- Developed and implemented website.
- Developed and implemented advertising campaigns and promotions.
- Developed and implemented new corporate image.
- Implemented new computer reservation system.

GENERAL MANAGEMENT / FINANCIAL

- Directed sales objectives for fourteen states, seven Canadian provinces and the Caribbean.
- Reduced cost to be most cost efficient office in North America, cost ratio as low as 2.8% with a goal of 7%.
- Created, reviewed and maintained budgets.
- Implemented new accounting system.
- Increased profits and improved productivity.
- Opened new offices.
- Responsible for overall operations office.
- Established and restructured sales and operations procedures.
- Developed and implemented employee handbook.
- Hired, promoted and laid-off employees.
- Managed customer service claims, investigations and settlements.

PROFESSIONAL EXPERIENCE**BUSINESS DEVELOPMENT MANAGER**

Pleasant Holidays, Davie, FL 2008 - Present

- Directed sales and marketing objectives for the State of Florida
- Received sales bonus each and every quarter
- Introduced new tour products.

SALES MANAGER

Palm Coast Travel, Boca Raton, FL 2007-2008

- Implemented new computer customer service system.

SALES MANAGER / SALES ANALYST

Malaysia Airlines, Ft. Lauderdale, FL 2004 - 2006

- Directed sales objectives for four-state and Caribbean sales territory.
- Reduced cost to be most cost efficient office in North America, 5.6% goal 10%.
- Achieved sales increase each year.
- Initiated and escorted largest trade mission to Malaysia from the USA in Malaysia's history.
- Developed and implemented marine contracts and seaman fares for North America.
- Responsible for overall operations of Sales and Ticket Office.

SALES MANAGER

North American Gateways, Fraser, MI 1998 - 2000 and 2003 - 2004

- Established and restructured sales and operations procedures.
- Implemented new computer reservations system.
- Initiated new tour products.
- Developed and implemented employee handbook.

SALES MANAGER

Berkley Tours & Travel, W. Bloomfield, MI 2000 - 2003

- Established and restructured sales and operations procedures.
- Developed and implemented website.
- Implemented new computer reservation system.
- Implemented new accounting system.
- Developed and implemented advertising campaign and established new corporate image.

SALES MANAGER / SALES ANALYST

Garuda Indonesia Airlines, Detroit, MI 1994 - 1998

- Established and developed new four-state sales territory.
- Initiated code share and frequent flyer marketing agreement with Northwest Airlines.
- Achieved largest sales increase each year in North America with sales increasing up to 90% per year.

DISTRICT SALES MANAGER / SALES ANALYST

Mexicana Airlines, Detroit, MI 1975 - 1994

- Directed sales objectives for three states and seven Canadian provinces.
- Most revenue for off-line sales office with sales over \$8.5 million
- Directed the most cost efficient office in the USA and Canada, 2.8% goal 7%.
- Initiated marketing study resulting in new service to Toronto.
- Escorted trade mission from Michigan to Mexico.
- Developed and implemented advertising campaigns and promotions.
- Managed passenger claims investigations and settlements.
- Responsible for the overall operations of the District Sales Office and Ticket Office.
- Received the "Efficiency Award" twice. Presented to the best operated district/region in the company.

AFFILIATIONS*Skal International Ft. Lauderdale & Palm Beaches* currently **Treasurer** and **Executive Secretary/Treasurer***Pacific Asia Travel Association Florida Chapter* currently **Chairman***Gold Coast Travel Industry Associates* currently **Director***Airline Sales and Marketing Executives* currently **Member***Caribbean Tourism Organization, Southeast Chapter* currently **Member***Suncoast Travel Industry Association* currently **Member***Treasure Coast Travel Industry Association* currently **Member****EDUCATION****Bachelor of Science - Travel and Tourism Management** - Florida International University, Miami, FL**HONORS**

Honored as "Kentucky Colonel" by the Governor of the Commonwealth of Kentucky.

Honored as "Friend of Kedah" by the Chief Minister of the state of Kedah in Malaysia