

Carolyn Michael-Banks



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QUALIFICATIONS

27 years experience in the Tourism Industry and 10 years experience in Sales and Marketing. I am a creative, people-oriented and innovative problem solver with a track record of results. Communications excellence. Effectively contributes to bottom-line performance of my supervisor and work group, thereby, enhancing the services provided by the organization. I have a strong commitment to integrity, service and quality. Proven ability to provide leadership, manage operations, learn, adapt and support changes and new procedures.

ACHIEVEMENTS

- Memphis Heritage Trailblazers Award recipient 2022
- 2021 recipient of the “Rise of Moral Leaders”
- Developed and launched a sightseeing tour company, A Tour of Possibilities, LLC in Memphis, TN
- Relocated by a national tour company to establish operations in two different cities.
- Trained over 120 retailers as part of the launch for TN Education Lottery.
- Effectively prospected clientele and pursued leads to generate continued sales growth.
- Quickly established rapport with a diverse retailer base.
- Recognized for outstanding leadership 2008 - 2013.
- One of the top recruiters in the state for the TN Lottery.
- Territory generated approximately \$9 million dollars quarterly.
- Created and developed an African American History Tour of Philadelphia, researched materials, trained tour guides and designed customized itineraries for individuals and groups.
- Served as a consultant for the Multicultural Affairs Congress of Philadelphia, PA and the Pennsylvania Historical Museum Commission.
- As a classroom instructor at New Horizons Computer Learning Center, consistently received the highest evaluations given by students at the completion of each class.

ABILITIES

- Establish tour operations independent of supervision.
- Develop tour guide training programs.
- Data Base Management.
- Contract Management.
- Classroom Instructor.
- Research historical data.
- Design customized itineraries.
- Conduct tours while safely operating a 40-foot vehicle.
- Fully understands the need for exemplary customer service.
- Resolve customer complaints.
- Work independent of supervision.

EXPERIENCE

- 2013 - Present** *A Tour of Possibilities, LLC Owner (Memphis, TN)*
Developed and launched an African American historical and cultural tour of Memphis, TN. Memphis' only tour company to offer regularly scheduled African American history tours. Ranked #1 of 50 tours in Memphis, TN by TripAdvisor.
- 2004 - 2013** *Tennessee Education Lottery, Sales Representative (Memphis, TN)*
Duties include territory management of lottery sales and training lottery sales retailers. Recruited potential retailers and followed-up on the application process. Responsible for communication between retailers and TEL departments as required. Motivated and educated retailers and players. Coordinated and monitored retailer in-store promotions.
- 2002 - 2004** *Trust Marketing & Communications, Inc., Director, Client Services (Memphis, TN)*
Served as the liaison between principals, clients and subcontractors to ensure timely and accurate completion of projects. Some of the projects included: Memphis Light Gas & Water Focus Groups, opening of a new charter school – Memphis Academy of Health Sciences, Executive Summary of the City of Memphis 2002 Citywide Strategic Plan. Effective contract monitoring led to the renewal of contracts with most of the organization's clients including but not limited to the following: NBA's Memphis Grizzlies, Memphis Housing Authority, Applebee's Restaurant and Memphis-Shelby County Airport Authority.
- 2000 - 2002** *New Horizons Computer Learning Center, Applications Instructor (Memphis, TN)*
Provided classroom instruction in over 30 different software applications including Microsoft Word, Excel, PowerPoint and Front Page. Conducted onsite and offsite training with customized software packages.
- 1995 - 2000** *A Tour of Possibilities, Owner/Operator (Philadelphia, PA)*
Created and developed an African American History Tour of Philadelphia, PA that attracted the news media and was covered by local and national newspapers and magazines; served as a consultant for the Multicultural Affairs Congress of Philadelphia and the Pennsylvania Historical Museum Commission.
- 1995 - 2000** *Philadelphia Visitors Center, Manager, Visitors Services (Philadelphia, PA)*
Managed day to day operations of the visitors center; developed hospitality training for employees; upgraded customer information systems in order to maintain a high level of customer satisfaction; provided computer training for employees and increased accuracy, quality and quantity of information available for visitors.
- 1988 - 1994** *Old Town Trolley Tours of America, General Manager (Philadelphia, PA/Savanna, GA/ Washington DC)*
Provided leadership and guidance to 70 employees and managed day to day operations; established operations and client base in new markets; increased profitability in both the tour and retail portions of the operation; fostered community support by contributing and participating in local events and worked closely with city governmental agencies to ensure compliance with all regulations.

EDUCATION and CERTIFICATIONS

- 1975 - 1979** **Clark University - Worcester, MA**
Bachelor of Arts in Psychology
- Certified MBE and SBE/ City of Memphis
Certified LOSB/ Shelby County Government
Certified MBE/ Shelby County Schools
Certified DBE/ State of Tennessee
Certified DBE/ Memphis Shelby County Airport Authority
Commercial Drivers License