

B'Anka Neder Resume 2025

Dynamic Leader | Proven Tourism and Marketing Expertise

Dynamic leader with 15 years of proven success in developing and implementing strategic approaches to drive market growth, product development, and bottom-line profitability.

High-energy professional with 10 years of nonprofit experience in Nevada, delivering impactful solutions that align with organizational missions. Adept at securing high-value accounts through consultative selling, innovative customer solutions, and promoting compelling business opportunities. A quality-driven and industrious leader with strong communication and business development skills and a keen understanding of market, customer, and business requirements.

Experience

Group Sales Manager – Resident and Touring Shows

Cirque du Soleil | Las Vegas, NV

03/2025 to Present

- Oversee group sales initiatives for resident and touring productions, optimizing ticketing strategies and group experiences.
- Cultivate relationships with corporate partners, travel industry professionals, and destination management companies.
- Develop and implement promotional programs to increase group attendance and brand visibility across domestic and international markets.
- Collaborate with marketing and production teams to create customized packages for clients, ensuring seamless event coordination and guest satisfaction.

Marketing & PR Manager

RUN Restaurants, LLC | Las Vegas, NV

01/2023 to Present

- Directed marketing and PR for a national restaurant group, focusing on revenue growth and branding.
- Initiated partnerships with local businesses and attractions, driving increased foot traffic.
- Launched a nationwide rewards program, enhancing customer loyalty and retention.
- Created engaging social media content to boost website traffic and customer acquisition.
- Utilized data-driven strategies to craft targeted marketing campaigns, optimizing ROI.

Founder | Owner

GO Marketing LV | Las Vegas, NV

07/2018 to Current

- Founded a start-up consulting firm providing marketing and sales services to the hospitality industry.
- Executed strategies for client portfolios, increasing market share and sales.
- Managed brand marketing for group, leisure, and domestic affiliate partners, travel agents, and consortia groups.

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- Developed unique events tailored to client preferences, supporting client acquisition and retention.
- Represented client brands at networking events and trade shows, generating new business opportunities.

Senior Sales Manager

Papillon Group | Boulder City, NV

08/2017 to 11/2018

- Promoted products at domestic trade shows, enhancing market penetration and brand visibility.
- Increased Grand Canyon Helicopter Sales by 60% through innovative marketing materials and programs.
- Designed an online platform and incentive programs for travel agents, boosting engagement and sales.
- Hosted summer events for over 300 stakeholders, showcasing a diverse range of travel products.
- Strategized and met sales targets for key markets, including OTAs and travel agents.

Head of Sales

Big Bus Tours Las Vegas | Las Vegas, NV

06/2013 to 08/2017

- Elevated customer retention by nurturing high-profile client relationships and resolving service issues.
- Led the sales team to create commissionable rate sheets and group packages, boosting sales by 60%.
- Managed a 50-member sales department, overseeing daily performance and professional development.
- Expanded business by 20% through strategic supplier and client partnerships.
- Automated operations, improving efficiency and correspondence tracking.

Skills

- Strategic Marketing & Sales Planning
- Partnership & Client Development
- Global Market Analysis
- Public Relations & Media Strategy
- Social Media & Content Creation
- Data-Driven Decision Making
- Event Planning & Execution
- Team Leadership & Collaboration

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Education and Training Economics and Arts

College of Southern Nevada | Las Vegas, NV

2002

Real Estate License

Southern Nevada School of Real Estate | Las Vegas, NV

2004

Associations

- Board Member, A Whole Lotta Kindness | 2022 - Current
- USA Delegate, Skal Las Vegas | March 2015 - Current
- Marketing Director, Las Vegas Territory | July 2013 - Current
- Member, WISE-Women in Sports and Entertainment | October 2018 - Current
- Member, LVHA-Las Vegas Hospitality Association | August 2014 - Current
- Member Liaison, Vegas Chamber | 2021 - Current
- Member, DSA-Destination Services Association | January 2017 - Current

Interests

- Concerts/Festivals
- Culinary Arts and Wine Tasting
- Traveling and Event Planning
- Outdoor Activities (Lake, Mountain, Desert)

One of my key interests is working with nonprofit organizations. Over the past 10+ years, I have supported the foster care community through board memberships and programs. I recently joined "A Whole Lotta Kindness," focusing on the unmet needs of aged-out youth in foster care, providing housing, utilities, transportation, and more. This mission aligns with my dedication to serving underprivileged communities.