

**FOR IMMEDIATE RELEASE**

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**SIRATA BEACH RESORT & CONFERENCE CENTER  
APPOINTS TWO SEASONED PROFESSIONALS TO THE SALES DEPARTMENT  
AND AWARDS A WELL-DESERVED INTERNAL PROMOTION**

**St. Pete Beach, FL. -- The Sirata Beach Resort and Conference Center is pleased to announce significant upgrades to its Sales Department with the appointment of two experienced hospitality professionals, and a well-deserved internal promotion.**

**Cricket Wagner will lead the Sales, Catering, Weddings, and Reservations Departments in the position of Director of Sales. Cricket was most recently at the TradeWinds Resorts on St. Pete Beach, FL. Cricket brings with her over 18 years of experience in Hotel Sales and the Food & Beverage Industry. Her vast expertise also includes operations, catering and convention services.**

**Among many career accomplishments, Cricket has always exceeded sales goals and expectations, having held related Sales and Marketing positions with: The Westin Tampa Harbor Island Hotel; Regional Director of Sales for 55 Marriott Hotels (Florida) based in Miami, where she became one of Marriott's Sales Leader of the Year; Director of Sales & Marketing for Marriott International Hotels & Resorts – Marriott Complex, Miami, where Cricket achieved Marriott's highest recognition, "Chairman's Award". Other properties included: Interstate Hotels & Resorts – Sheraton Biscayne Bay, Miami, Hilton, and The Ritz Carlton Hotel in West Palm Beach.**

**Heather Tyler, becomes our newest treasure on our beach as the Sales Manager for the West Coast Region, for Sirata Beach Resort. Heather brings more than a decade of experience having managed Group Sales at the TradeWinds Resorts; held the title of Catering Sales Manager at the Safety Harbor Resort & Spa; Sales Manager at the Hilton DoubleTree Crystal Hotel, Arlington, VA; Assistant Director of Catering Sales, Catering by Mancini's, Alexandria, VA, and other hospitality positions at the Mayflower Hotel, Washington, DC. Heather is a native Floridian, and lives in Tampa with her husband, son and three dogs.**

**Leah Algina was recently promoted to Reservations Manager, from Reservations Supervisor. Leah has been a loyal employee whose wit and expertise in customer service earned her this well deserved promotion. Leah has been with the property for three years where she has held various other positions. Adding to her wealth of knowledge was a period as Property Manager at the Inn At The Beach, Venice, FL. Leah holds a degree in Hospitality from The University of Central Florida.**

At Sirata Beach Resort, on St. Pete Beach, Florida, located on 13 sugary white, privately owned beachfront, directly on the blue waters of the Gulf of Mexico, enjoy one of three beachfront pools, two whirlpools, or dine in one of three great places all on one resort: Compass Grille, for casual "Floribbean" Dining open for Breakfast, Lunch & Dinner; Rum Runners Bar & Grille, directly on the beach for poolside or beachfront drinks and sandwiches; Harry's Beach Bar, a local institution and The place to be seen. We would be remiss if we didn't mention the Lobby Lounge for a more intimate setting. All this and more within a tropical island setting, where you can hear the gentle surf, the softly swaying sea oats, and view golden sunsets.

**"Imagine...It's All Here!"**

**For more information contact Steve Rosenstock, Marketing Manager, 727-363-5232.**