

HOSPITALITY/SALES

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HOSPITALITY MANAGEMENT

Customer-focused and revenue-driven professional equipped with more than 20 years of experience driving sales and increasing profit margins for new and established hospitality organizations and hotels. Accomplished leader known for training, developing, and coaching talent as well as maintaining strong customer relationships, sourcing new business, and determining best-fit solutions for clients to increase bottom line. Expertly evaluate sales and marketing environment, offering new and unique strategies to meet client needs. Articulate manager known for strength in leadership, including providing insight and clarity into complex issues as well as direct, common-sense solutions.

-- SCOPE OF MASTERY --

- ♦ Business Planning
- ♦ Customer Service
- ♦ Hospitality Services
- ♦ Hotel Management
- ♦ Internet Marketing
- ♦ High-Level Presentations
- ♦ Prospecting
- ♦ Account Acquisition
- ♦ Business Development
- ♦ Market Penetration
- ♦ Communications
- ♦ Strategic Planning
- ♦ Team Leadership
- ♦ Social Media
- ♦ P&L Accountability

-- CAREER HISTORY --

Hospitality Consulting Corporation ♦ Anytown, USA..... **2007 to Present**
Private consulting firm catering directly to hotels and hospitality chains.

Owner

Provide consultative services to hospitality firms regarding Internet marketing solutions. Analyze hotel's current online presence; provide analysis and detailed path for improvement, including suggestions regarding websites and social media offerings.

Hospitality Firm ♦ Anywhere, USA **2004 to 2007**
Multimillion-dollar hotel and restaurant company; 3rd-largest operator of boutique hotels in US.

General Manager, USA Hotel

Oversaw daily multi-faceted operations spanning front-office functions, housekeeping, maintenance, and food & beverage services as well as sales, accounting, and human resources. Managed \$10M in revenue and ensured continuous year-over-year growth. Administered \$6.7M budget and supervised activities of 9 direct reports. Interfaced and cultivated mutually beneficial relationships with officials and leaders from city, local community, and non-profit organizations.

- ♦ Generated savings in excess of \$1.7M through streamlining operations, renegotiating contracts, switching vendors, and restructuring work assignments.
- ♦ Boosted annual revenues \$2.5M through strategic online marketing and social media outreach.
- ♦ Championed transformation of independent hotel into boutique hotel following \$8M renovation of restaurant, public spaces, and guest rooms over 6-month period.
- ♦ Produced 43% growth in revenue over previous year through leveraging community, non-profit, and business alliances to identify and capitalize on new business.
- ♦ Maintained 92% employee work climate satisfaction rating and less than 22% attrition among 167 personnel despite challenging renovations and economic downturn by promoting culture of accountability and drawing input from employees regarding critical business decisions.
- ♦ Invited to speak at American Hotel and Lodging Association annual conference on such topics as social media.

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Hospitality Internet Marketing Firm ♦ Santa Clara, California..... **2002 to 2004**
Start-up business with approximately 50 employees providing Internet marketing to hotel industry.

Director of Business Development–Central US

Consulted with hotel marketing teams to develop new, cutting-edge strategies to capture business, including use of web design, email campaigns, blogs, and other social media. Expanded company successfully into high-end hotel chains, improving upon existing economy hotel market base through extensive leveraging of contacts built through networking, national speaking engagements, and major conference recognition.

- ♦ Exceeded \$1M first-year quota by improving average sale per client to \$27K.
- ♦ Championed first sale to International Hotel Group (IHG), utilizing networking and key business contacts.

Hotel and Restaurant Company ♦ Anywhere, USA..... **1998 to 2002**
Multimillion-dollar hotel and restaurant company with properties in US and Canada.

Corporate Sales Manager, American Hotel

Supervised 1 assistant, collaborating to engage with preferred corporate market and 3rd-party partners as well as negotiate and manage all wholesale individual and group agreements. Contributed to maintaining combined markets representing minimum of \$5M in annual hotel business. Performed consortia agreement negotiations and Internet distribution agreements. Ensured compliance to international regulations to avoid fees for company and partners.

- ♦ Surpassed group revenue goal by 75% and ADR objectives by more than 22% in 2001 through establishing tiered rates for various room types within wholesale market.
- ♦ Generated \$470K in incremental food and beverage revenue for single series group, while augmenting overall average rate, by negotiating agreement to capture business from competitor and lock in series tour group.

Hotel Property Management Corp. ♦ Anytown, USA..... **1995 to 1998**
Provider of hotel property management services with approximately 1,700 employees, annual sales exceeding \$150M, and 17 operational hotels.

Corporate Director of Sales and Marketing

Led corporate front-of-house operations as well as sales and marketing efforts. Managed P&L, staff training, and development for 5 hotels. Directed customer service strategies for all hotels and employees. Conducted sales and marketing training, including direct mail and account management training. Learned Visual Basic and wrote custom program to enable company to evaluate employee satisfaction.

- ♦ Consistently beat forecast at all hotels on annual basis, while employees enjoyed leadership scores in top 5% of company.
- ♦ Received *USA, Inc. Magazine* Positive Performer Award for customer service concept implementation.

-- EDUCATION AND PROFESSIONAL DEVELOPMENT --

Bachelor of Arts in Hospitality Management
University of America

Hotel and Hospitality Management Training
American Association for Hoteliers