



Rhonda Sharpe

Regional Executive • Hotel Sales & Marketing • Best-in-Class Guest Service

Ensuring guests are cared for like family and treated to 5-star accommodations.

Distinguished history of producing record-breaking sales and marketing strategies for guest-focused hotels and resorts. Known for driving multimillion-dollar revenue growth, exceeding RevPAR goals, and building uncommonly loyal guest relationships. Adept at improving bottom-line profitability while negotiating extremely advantageous contracts. Successful in positioning full, select, and resort properties across North America. Masterful in coaching, energizing, and leading top-tier hospitality teams.

Generated \$120M/Year | Turned Around 14 Underperforming Properties | Achieved \$362 RevPAR
Grew Profit of Single Hotel from \$1M to \$4.2M | Boosted Customer Satisfaction Scores 26%

Career Narrative

ABC LODGING, San Antonio, TX

Billion-dollar company that owns/manages 145 hotels and 40+ restaurants in 23 states.

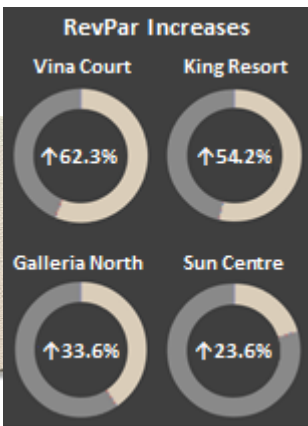
Regional Vice President of Sales and Marketing, 2010 to Present

Expertly manage the company's largest regional portfolio, maximizing sales of 36 properties. Exceed all group, transient, and catering booking goals by designing holistic sales campaigns that effectively promote premium-branded, select, and full-service hotels. Craft annual business plan and drive corporate vision while formulating/communicating ABC's strategic response to hospitality and market trends across the nation. Generate demand, leads, and highly lucrative opportunities during the pre-opening sales phase of new hotel launches. Leverage extensive personal network of sales contacts to open special accounts.

| ABC Lodging Hotel Scorecard | |
|-----------------------------|----------|
| Performance | Ranking |
| Superior | Platinum |
| Above Expectations | Gold |
| Meet Expectations | Silver |
| Below Expectations | Brown |
| Unacceptable | Red |

Grew top-line sales from 76.75% in 2010 to 118.40% in 2016. Beat profit goals every year while driving \$120+ million in annual revenue.

- Brought 14 "Red" ranking hotels to "Gold" status by 2012.
- Empowered all Texas hotels to win "Platinum" ranking from 2011 to 2015.
- Elevated region of 36 hotels to earn "Gold" or "Platinum" rankings by 2016.



Opened 18 hotels with the highest revenue per available room (RevPAR) in ABC's 85-year history, achieving RevPAR of up to \$362.

- Boosted RevPAR 62.3% for Vina Court and 54.2% for King Resort.
- Increased RevPAR 33.6% for Galleria North and 23.6% for Sun Centre.
- Led Sun Centre to win Hotel of the Year recognitions in 2015 and 2016.
- Rescued 3 XYZ-owned properties with halted management contracts.
- Beautifully renovated 36 regional properties within 4 years.
- Created high-impact ABC Sales System, which was adopted company-wide.

ACME INN AND CONVENTION CENTER, Denver, CO

Hotel with 190 guest rooms and 1,700 sq. ft. of meeting space generating \$9.5 million in annual revenue.

General Manager, 2007 to 2010

Directed and motivated 45 cross-functional team members to peak performance levels while maintaining the highest levels of excellence in customer service, operational efficiency, and cleanliness. Led managers, front desk agents, and housekeeping staff to focus on improving the customer experience at every phase. Engage clients/prospects during property visits, sales webinars, town hall meetings, and annual sales conferences. Optimized staffing levels and schedules while managing human resources.

Competencies

- Aggressive Growth
- Staff Motivation
- PR & Ad Campaigns
- Profit Maximization
- Productivity Optimization
- Market & Trend Research
- Competitor Intelligence
- Analysis & Forecasting
- Pricing Strategies
- Rack Rate Tactics
- Property Renovations
- Project Management
- Persuasive Presentations
- Consultative Selling
- Contract Negotiation
- P&L Management
- Print & Digital Marketing
- Salesforce Training

Awards

- Director of the Year Award, 2013 & 2016
- Hotel of the Year Award, 2015 & 2016
- Opening Hotel Sales Team of the Year Award, 2015

Education

- Bachelor of Science in Business Administration
- STATE UNIVERSITY San Antonio, TX

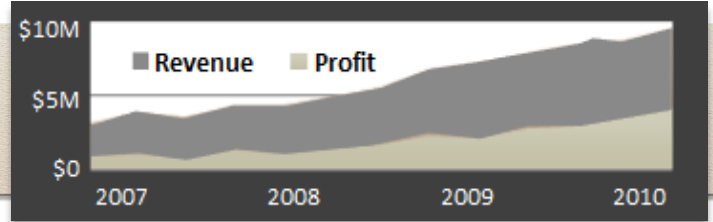
- San Antonio, TX
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- LinkedIn Profile



ACME INN AND CONVENTION CENTER, Continued:

- Realized 88% occupancy rate and \$92.60 RevPAR, beating local industry average of 64% occupancy and \$84.25 RevPAR.
- Survived drastic decrease in demand during global financial crisis by cutting operational expenses 18%.
- Augmented annual revenue by \$60,000+ each year by responding to bids on HotelBooker.com.

- Boosted profit from \$1 million to \$4.2 million.
- Increased top-line revenue from \$3.1 million to \$9.5 million.
- Raised customer satisfaction scores from 72.3% to 98.9%.
- Reduced staff turnover rate from 62% to 8%.



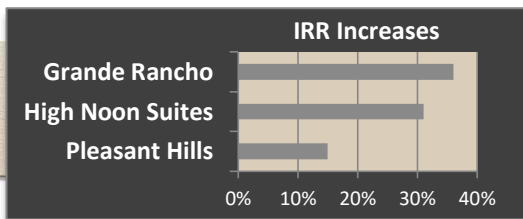
XYZ DEVELOPMENT AND HOSPITALITY MANAGEMENT, Colorado Springs, CO

Elite company known for first class service, operational excellence, and exceeding the expectations of discerning owners/investors.

Corporate Director of Sales and Marketing, 2002 to 2007

Recruited to maximize sales and expand a \$550+ million portfolio of developed projects. Accelerated new property acquisition while closing multimillion-dollar management contracts. Engaged potential investors and ownership groups with persuasive messaging delivered through corporate website, printed collateral, and compelling sales/marketing presentations. Evangelized XYZ's uncompromising, exceptional guest experience. Produced targeted publicity campaigns and accurate market studies.

Improved Internal Rate of Return (IRR):



- Grande Rancho sold at an IRR of 36% after only 8 months of operation.
- High Noon Suites, previously in receivership, sold at 31% IRR.
- Pleasant Hills, with 4 hotels, sold after 5 years of operation for an IRR of 15%.

Aggressive Growth of National Accounts:

- Achieved the highest RevPAR increase for VWX Worldwide while developing the historic President House of the Rockies.
- Enabled development of \$342 million in hospitality real estate by introducing an extraordinarily effective sales approach.

Steered 28-property salesforce to surpass ambitious profit goals, despite the transfer of ownership of a major convention center. Completed unique and complex historical property restorations; conducted extensive research and successfully rebranded iconic locations, such as FGH Palace. Ensured property teams followed internal revenue management procedures and utilized only the most reliable industry statistics. Formulated daily forecasts and carefully monitored site activities.

PQR HOSPITALITY, Denver, CO

One of America's premiere lodging companies that owns, manages, and franchises 320 hotels.

Regional Manager of Sales and Marketing, 1997 to 2002

Exceeded all annual revenue goals while leading the 2nd highest revenue-producing region in the company. Set and beat sales objectives for 40 managed/franchised hotels throughout a 5-state region. Optimized performance of global distribution systems, brand websites, and regional call centers. Served as a corporate trainer, leading educational seminars for audiences of 100+.

- Empowered 12 underperforming hotels to realize a combined \$41 million revenue increase in just 18 months by leading sales blitzes across 4 states.

Affiliations

Hospitality Sales and Marketing Association International (HSMAI)
American Hotel and Lodging Association (AHLA)

Résumé Strategy

This hotel executive wanted to highlight her turnaround experience for major hospitality brands. After all, not only did she drive sales growth, she boosted corporate hotel rankings and maximized RevPAR for iconic hotels and resorts.

In order to spotlight her hotel transformations, it was essential that the reader understood her current employer's internal hotel ranking system. For this purpose, I added an easy-to-reference Excel chart so that readers could quickly ascertain the difference between "Red" and "Platinum" ratings.

To bring her prestigious awards to the first page, I used a side column format. This was also helpful in filling excessive white space. The column visually sets off the Excel chart and circle graphs, steering readers' eyes to the client's most impressive achievements.

The client was born and raised in Texas, and spent many of her years in Colorado. She was interested in pursuing hotel management positions throughout the Four Corners region, expanding her job search to include New Mexico and Arizona as well. Therefore, I incorporated desert colors and sandy textures into the presentation. I also designed a revenue/profit chart on the second page that, because of the monetary figures, formed the shapes of mountains often found across the Western United States.