

MARK D. SMITH

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Personal Statement

A motivated, professional who has an extensive background in senior hospitality roles. Mark has the necessary talent needed to achieve performance goals and objectives. He has great organizational skills and strives on getting it right. With leadership, planning and marketing skills sales and profitability always follows. Sales is second nature to Mark, the more complexed the more determined! Mark is highly skilled with digital marketing strategies and creating digital content from years of experience and 9 certificates in digital marketing. Mark enjoys social interaction and naturally excels in meeting & group sales!

Employment History 2000—Present

Over the last 18 years mark has worked with the same group of hotel investors in a variety of roles depending on the property needs. My titles included: General Manager, Director of Operation and Director of Sales. Mark has worked with 12 brands and is a certified manager in Carlson and Best Western, with numerous courses and training with IHG, Wyndham and Choice. During this period Mark has managed, generated new revenue, opened, re-flagged, supervised renovations as well as turn a rounds for properties the group manages or owns. Mark is known for increasing sales and has millions in contracts & closing to his credit.

Highlights

- ◆ Developed very successful local and national marketing plans and strategies.
- ◆ Event and meeting sales with rooms in millions, with much of the mix being new business.
- ◆ Increased market share and ADR as much as 40%, 12% avg.
- ◆ Very Successful turnaround, increased revenue by 135% within 6 months
- ◆ Preparation of marketing, financial, business plans leading to 3 successful loans
- ◆ Headed a department that grew revenue from \$65,000 to \$195,000 in six months
- ◆ Instrumental in creating successful internal events leading to F&B and rooms sales.
- ◆ Contracted negotiations with numerous S&P 100 and 500 companies

Management and applicable skills

- ◆ Proven track record of providing financial results.
- ◆ Comprehensive understanding of hotel legal and contractual agreements.
- ◆ Extensive knowledge of all hotel operations and procedures.
- ◆ Extensive knowledge of hotel revenue management budgets and projections
- ◆ Extensive F&B, AV, banquets and meeting experience
- ◆ Extensive knowledge of hotel software, PMS, Revenue & Banquet Software
- ◆ Advanced knowledge of MS Office, MS Excel and MS Power-point, instructor for Corp. migrations
- ◆ Presentation skills, customer and board level.
- ◆ Extensive Knowledge of CMS site development and extranet development
- ◆ Computer Savvy—Networks, Coding, Big Data, 29 IT related certifications
- ◆ Analytics' and digital marketing skills, 9 certifications. Google, Bing, University of Illinois
- ◆ Promoting my hotels at every opportunity



OTHER USEFUL SKILLS

SALEFORCE, DELPHI

PHOTOSHOP

INDESIGN, ILLUSTRATOR

AFTER EFFECTS

PREMIERE PRO

JOOMLA CMS

WORDPRESS CMS

Prior to the last 18 years mark was President of NESCO INC. and GM & Vice President marketing for an *Anheuser-Busch* distributor as well as soda and liquor distributorship in Key West, FL. **CLICK Work History & Info-graph**