

ANDREA



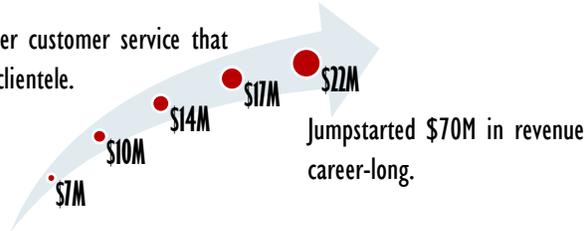
AMBROSE

## BOUTIQUE HOTEL GENERAL MANAGER

Patron-Centric Senior Hospitality Executive Who Sparked a 4X Rise in Profitability for an Underperforming Boutique Hotel

Rose through the ranks in 4- and 5-star boutique hotel properties in luxury tourist markets throughout the US.

Champion never-say-never customer service that wins raves and repeat clientele.



Exuberant Foodie Well-Versed in Distinctive Cuisines & Well-Connected in Luxury Food & Beverage Sector

### HOSPITALITY LEADERSHIP & EXPERIENCE

General Manager | Cointré Valley Boutique Hotel | New Orleans, LA

2011 — Present

Rooms: 75 Staff: 24 Clientele: Luxury Business & Tourist Travelers Features: On-site Restaurant & Spa Ratings:



Reversed RevPAR performance for the first time since the Hotel's 2008 opening. Drove \$14M property upgrades that pushed AAA ratings from 2 to 5 stars. Overhauled team structure and skills while championing 5-star customer service.

❑ **Hotel Rebranding:** Propelled revenue to record \$22M and quadrupled profit from 20% to 81%. Rebranded hotel as luxury business and forged referral partnerships with chamber, city, and leading area corporations.

#### YOY PROFIT GAINS



❑ **F&B Operations:** Revamped Food & Beverage staffing, structure, and sales; doubled food profit from 15% to 31%.

❑ **Property Upgrades:** Presided over multimillion-dollar enhancements impacting all operational departments and facilities. Liaised between ownership/contractor to select and steer installation of brand-aligned luxury fixtures. Carved out \$750K in OS&E savings.

General Manager | West Hills Boutique Hotel | Palm Springs, CA

2007 — 2011

Rooms: 50 Staff: 18 Clientele: Luxury Business & Tourist Travelers Features: On-site Restaurant Ratings:



Strengthened rooms profit 31%, revitalizing staff morale and performance. Increased F&B profit 29%, formalized hotel operations, and upgraded staff training, cross-training, and mentoring.

❑ **Revenue Generation:** Positioned \$17M in new revenue by leveraging sales training and 1:1 coaching to lift employee morale and performance. Instituted performance metrics in all roles.

❑ **Group Bookings:** Earned IFMM's *World Class Award* for excellence in the insurance and financial meetings management arena. Penetrated new market and leveraged honor to gain entry to previously blocked corporate accounts in the insurance industry.

❑ **Banquet Operations:** Elevated banquet sales via end-to-end restructuring that grew F&B revenue from \$1.8M to \$3.4M.

FIRST PLACE HONORS

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## HOSPITALITY LEADERSHIP & EXPERIENCE, CONTINUED

**Assistant General Manager | Mountain Springs Lodge | Colorado Springs, CO**

**2002 – 2007**

**Rooms:** 30 **Staff:** 12 **Cientele:** Luxury Tourist Travelers **Features:** On-site Restaurant & Ski Facilities **Ratings:**



Improved average room rate by \$35, instilling systems and operational discipline in a family-owned property with few formalized processes. Trimmed staff turnover rate from 7% to 2% and helped fuel a 27% gain in rooms profit.

- ❑ **Performance Reversal:** Realigned staff and roles to reverse performance and push GOP from 37% to 59%. Systematized operations to attain one of the highest operating profit levels company-wide, 86%.
- ❑ **Occupancy Maximization:** Won first- or second-place occupancy rankings, average rate, and GDS production among the Top 10 branded properties throughout the State of Colorado.

**Director of Revenue | The Denver Inn | Denver, CO**

**1998 – 2002**

**Rooms:** 65 **Staff:** 45 **Cientele:** Luxury Tourist Travelers **Features:** On-site Conference & Ski Facilities **Ratings:**



Catalyzed \$12M in F&B revenue via expansion of meeting/banquet spaces and ski facilities. Lowered staff turnover 15% within first 6 months in the role; further decreased turnover and additional 25% within first year.

- ❑ **Capital Improvements:** Revitalized property through conversion of meeting spaces, installation of a state-of-the-art fitness center, and repair of weather-damaged café. Set the stage for \$550K in first-year revenue, \$800K second-year revenue, and \$1.5M in third-year revenue.

**Food & Beverage Manager | Mountain Springs Resort | Denver, CO**

**1997 – 1998**

**Rooms:** 55 **Staff:** 35 **Cientele:** Luxury Tourist Travelers **Features:** On-site Restaurant & Ski Facilities **Ratings:**



Grew Food & Beverage sales an average of 32% and enabled the attraction of higher-end patrons by building the business case for a \$5M restaurant and kitchen overhaul. Rose from early career Sous Chef, Chef, and Banquet Manager roles to leadership of an \$8M F&B operation.

- ❑ **Guest Satisfaction:** Exceeded customer experience benchmarks and fortified repeat sales by upgrading service standards and steering a comprehensive restaurant and kitchen remodel. Co-conceptualized design and co-selected fixtures in concert with Director of Revenue.

## HOSPITALITY CREDENTIALS

**Bachelor of Arts in Hospitality Management (BA) | University of Denver | Denver, CO**

**Associate of Science in Culinary Arts (AS) | Denver Culinary Institute | Denver, CO**

## **Project:**

**Andrea is a highly skilled hospitality GM who specializes in small boutique properties. Given the nature of such properties, she understood that she needed a resume with a bit more personality than would be appropriate for a larger corporation. I therefore decided to create a unique header for her resume which showcased a GIF of a small boutique hotel.**

**This GIF created the color scheme for her resume which, though softer in tone, is not terribly feminine. I outlined key data about each property in a box and used stars to denote the property rating. In her 2 GM roles, I highlighted key achievements in a call-out to the right.**

**I kept Andrea's summary very brief and used a Smart Art graphic to call attention to her property-by-property impact on revenue.**

**Andrea has just started her search for a new role, so no results are available as yet. But she did note that she felt her new resume captured not just her achievements but her passion and personality as well.**