Leonetti & Company

I THINK Hospitality

I CREATE Beautiful & Enduring Images

Partner with creative powerhouses to craft out-of-the-box, storytelling-driven advertising and collateral.

- Idea Generator
- Imaginative Entrepreneur
- Innovative Thinker
- Exceptional Tactical Executor
- Multi-Million Dollar Rainmaker
- Proactive Risk Taker
- P&L Optimizer
- World-Class Creative Eye
- Performance Over-Producer
- Luxury-Minded Leader

Hospitality Marketing Consultant

- Visually astute hospitality brand strategist with a record of pairing fresh ideas with solid implementation to drive $550+ million in revenue gains for luxury resorts worldwide.
- Hands-on leader who delivers results across all marketing/customer touch points, including public relations, branding, operations, promotions, and partnerships.
- Forge brand identity and craft engaging customer experiences by employing a strategic storytelling approach to strategize new or re-stage existing brand identities.

Possess 30 years of hospitality branding/marketing experience with 10+ years of e-commerce achievement for Hilton Hotels & Resorts.

I MARKET Customer Experiences

Leonetti Consulting [2009-Present]

Built this marketing consultancy from the ground up, specializing in the design and execution of brilliant branding strategies, branded customer experiences, and stunning visual assets tailored to catalyze global reputations and top-line profitability. *Select projects include:*

- **Wellness Revenue Generation:** Drove over $500,000 in room bookings by spearheading Westin's 2010 *Preserving Wellness through Travel* national campaign. Sourced wellness partners for corporate Amazon.com store and strategized Amazon.com gift card offering.
- **Hotel Branding:** Boosted sales 30% by devising consistent brand messaging for the Hilton Dallas Downtown and Loews Denver Downtown, solidifying their market position.
- **Hospitality Photography Assets:** Increased sales and pushed closure rate to 50% through oversight of engaging brand imagery for Hilton Harbor Beach/Singer Island Resorts & Spas.

Hilton Hotels & Resorts [2000-2009]

Locked in the highest average global room rate and captured luxury perception for previously misunderstood brand by blending marketing experience with storytelling. Crafted new brands by leveraging distinctive language, visual identity, and customer experience for a $1 billion region.

- **Luxury Brand Positioning:** Produced $200+ million in revenue, strategizing the Hilton luxury brand and establishing exclusive group luxury option to boost room rate.
  - Attained double-digit annual growth and pushed resort revenue 42%, crafting comprehensive marketing, co-op, and guest recognition initiatives.

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- Catalyzed $110 million in trackable revenue for 14 resorts through the design and roll-out of an integrated marketing system encompassing media, public relations, and online programs that magnified year-over-year growth.

- **Maximum Room Rates:** Increased room rates, revitalized customer base, and forged stable pro forma performance, designing individual resort branding strategies. Campaigns encompassed customer touch points from décor to "experience" operations platform, minimizing resort product commoditization.
  - Established global Hilton brand standard, envisioning and crafting value-rich pictorial products recognized by HSMAI for ***Outstanding Creative***.
- **Cost Containment:** Lowered direct mail, print advertising, and online marketing expenses 33% and boosted impressions 98% through revitalization of marketing plan based on customer segmentation strategies.
- **Online Marketing:** Grew revenue 54% in 1 year with yearly increases averaging 30% over the next 5 by directing online strategies, including email, search affiliates, online advertising, interactive promotions, and web site marketing.

Early Career Profile

Parkinson Advertising: Tapped to guide the Los Angeles branch launch as critical management team member contributing to new business development strategy and design of trend-setting creative. Led in-house Marriott agency.

Loews Hotels: Produced revenue for new/existing domestic hotels/resorts through oversight of retail brand from design to place and price tactical execution.

Spartan Advertising: Increased agency billing 45% and led national travel advertising.

Helen Ackerman & Associates: Won #1 *New York Times* book list recognition for 52 weeks for *The Beverly Hills Diet*. Gained major media coverage from *The Today Show*, *20/20*, and *60 Minutes* for 2 Macmillan national book tours.

Education

MBA, Stanford University

BA in Marketing, University of California

▸▸ I KNOW Major Hospitality Brands

- Hilton Resort & Spas
- JW Marriott Resorts
- Starwood Hotels
- Westin Hotels
- Four Seasons Hotels
- Fairmont Hotels
- Tuscon Convention & Visitors Bureau
- Canyon Ranch
- Loews Ventana Canyon
- The Floridian

"I've worked with Nina on hundreds of creative projects over the past ten years, from complete advertising campaigns to photo shoots from Florida to Hawaii. She's smart, decisive, and unflappable ~ an out-of-the-box thinker and an inspiration for great creative. In short, Nina Leonetti is pure joy to work with."

▸▸ **Frank Walters, Creative Director, Festoon Creative**

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CHALLENGE: Nina approached me as referral in search of resume help. She had been recently laid off and had leveraged her significant experience to launch her own consulting firm. She wanted more clients, and hoped a resume would help her to market herself.

Because Nina had never had a resume, she initially sent me a Word document with only these 12 words on it:

I Think Hospitality

I Market Customer Experiences

I Know Major Hospitality Brands

This represented her attempt at branding herself.

ACTION: I loved Nina's initial branding efforts and used an interview process and questionnaire to source her work history, education, and achievements. Nina also sent me a PowerPoint of photos she had orchestrated in her work, along with a link to her near-empty website. I used the colors, style, and clean look of her web presence as my starting point in crafting a compelling resume layout worthy of Nina's abundant creativity. I inserted photos from her PowerPoint to showcase her style, along with a quote about her from an industry peer.

RESULTS: Nina loved her new consulting resume and began using it to gain clients outside her network of contacts. Her business has grown in the months since she approached me, and she has been able to sustain self-employment rather than seek another full-time job.