

# SAMPLE FIRST PAGE OF A JOB-WINNING EXECUTIVE RESUME

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## MARY SMITH

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### SENIOR OPERATING AND MANAGEMENT EXECUTIVE – HOSPITALITY INDUSTRY

**SIGNATURE STRENGTHS – Recognizing business opportunities in under-serviced markets \* Developing innovative brand marketing strategies to maximize revenues \* Achieving ‘preferred vendor’ status \* Reducing employee turnover \* Implementing effective customer retention programs**

A dynamic professional, with the business acumen and ingenuity to identify competitive market shortfalls, and develop sales channels to increase profitability. 25-year career in the industry, highlighted by rapid promotion through a series of increasingly responsible roles (see below). Proven strengths in developing and leading cross-functional management teams due to ability to recognize individual skills and position resources to achieve maximum productivity. Respected corporate leader with a reputation for achieving professional excellence. Demonstrated ability to host aggressive turnarounds.

### PROFESSIONAL HISTORY

#### HOTEL MANAGEMENT CORPORATION - 1987 to Present

*Fast track promotion based on consistent success in capturing new business development opportunities, expanding sales channels into diverse markets, and positioning the organization as an industry leading lodging service provider anchored by superior customer service. Instrumental in supporting growth of hotel division from 35 to over 2500 properties.*

#### **VICE-PRESIDENT, MARKET MANAGEMENT (CURRENT)**

Full accountability for the administration of 7 brand, 58 location, and over 6000 personnel hotel chain with annual revenues of \$500 Million for the State of Texas. Direct overall operations of managed and franchised business entities under same company ownership, driving growth of business unit operations, including business processes, brand integrity, operating efficiencies, customer relations, service, marketing, utilities leveraging and revenue generation. Challenged to provide leadership for a comprehensive corporate transformation process, requiring the integration of 6 full service hotels including managers and franchises to mutually work together to attain common goals. Report directly to Dallas Regional Office.

- Delivered strong and sustainable gains in productivity, quality and profitability by introducing leading-edge facilities management, staffing, training and performance improvement programs. **Spearheaded growth from 28 units in 1998 to 52 units in year 2000, estimating revenue from \$170 Million to \$300 Million.**
- **Rapidly gained confidence of peers by eliminating duplication and positioning 5-month period accelerating personnel training 2-week training classes bi-annually to 1-week.**
- **Established strategic partnership with local government in location provision and numbers verification.**

Charged with full accountability for the state of Texas 1800 employees. Challenged to integrate and position manpower and cost position.

- **Captured 7.5% profit growth across all brands through budget analysis, elimination of duplication and streamlining of processes.**
- **Fostered team environment with cross-functional collaboration across brands.**

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