

# ZALIE MCGAW

Hotel Marketing Manager

[zalie.mcgaw@gmail.com](mailto:zalie.mcgaw@gmail.com)

(892) 939-7927

5643 Maple St, New Orleans, LA 70117



## PROFILE

I am a Hotel Marketing Manager with over 5 years of experience. I have successfully implemented marketing strategies that have increased occupancy rates and revenue for my hotel. I am skilled in market research, creating promotional materials, and managing social media accounts. I am also experienced in event planning and coordinating hotel staff to provide excellent customer service.

## LINKS

[linkedin.com/in/zaliemcgaw](https://www.linkedin.com/in/zaliemcgaw)

## SKILLS

Marketing

Advertising

Social Media Marketing

Event Planning

Public Relations

Hospitality Management

## LANGUAGES

English

Russian

## HOBBIES

Organizing events

Socializing

Travelling

## EMPLOYMENT HISTORY

### ● Hotel Marketing Manager at Hampton Inn & Suites, NC

Mar 2022 - Present

- Improved hotel occupancy by 15% through targeted marketing initiatives.
- Generated \$1.2 million in incremental revenue for the hotel through effective use of data and analytics.
- Led a team of 10 direct reports and successfully executed on all quarterly objectives.
- Implemented a new CRM system that increased customer engagement by 20%.
- Developed an award-winning social media strategy that generated over 100,000 impressions per month.
- Designed and implemented a loyalty program that resulted in 5,000 enrolled members within 6 months.

### ● Assistant Hotel Marketing Manager at Hilton Garden Inn, NC

Aug 2017 - Jan 2022

- Successfully increased hotel occupancy rates by 10% through innovative marketing campaigns.
- Developed and implemented a new social media strategy that led to a 20% increase in online bookings.
- Created and executed a direct mail campaign targeting potential guests within a 100-mile radius of the hotel, resulting in a 5% increase in overall bookings.
- Successfully negotiated discounts with local attractions and vendors, leading to an additional \$10,000 in revenue per month.
- Managed and trained a team of 4 sales representatives, resulting in an increase of sales productivity by 25%.
- Worked closely with the hotel's General Manager to develop annual budgets and forecast future trends.

## EDUCATION

### Bachelor of Science in Hotel Administration at North Carolina State University

Sep 2012 - May 2017

I have learned customer service, organization, and leadership skills while studying Bachelor of Science in Hotel Administration.

## CERTIFICATES

### Certified Hotel Marketing Manager (CHMM)

Oct 2020

### Certified Hospitality Digital Marketer (CHDM)

Mar 2019