



SUZIE SWAN

PROFESSIONAL EXPERIENCE

Panetièrè Marketing Advisors

2008-present

Temporary Revenue Manager and Revenue Management Strategist. Includes supervision and training of reservation agent staff and coordination and supervision with group and transient sales managers.

Projects include:

Director of Revenue Management – Pheasant Run Resort, St Charles, IL

Director of Revenue Management - Genesee Grande and Parkview Hotels in Syracuse, NY.

Self Employed Independent Revenue Consultant

Kona Village Resort, Hawaii

2009

- Developed OTAs for the resort, planned and executed strategy for revenue in the downturn.
- Initiated website optimization, and marketing clarity on the website. Re-positioned key imagery.
- Through management of channels, offers & specials, was directly responsible for
- \$750,000 plus in added revenues for 2009.

Providenciales, Turks & Caicos

Sept 2004- present

Consultant: Revenue Manager and Reservations

- Consulting as Director of Revenue for *The Somerset*, a 5 star resort which opened November, 2006 (57 suites).
- Managing reservations, inventory, forecasting, budgeting, along with other revenue management responsibilities.
- Increased room revenues by 57.5% for first quarter over last year and occupancy by 36%.
- Management of the reservations office and revenue management for *The Sands at Grace Bay* (116 rooms) and *The Palms* (164 rooms).
- Opened *The Palms* in February, 2005 and handled the pre-opening budget, system build and reservation staff training. Increased revenue by over 200% in the 2nd year and 11% increase in the 3rd year.
- Handling of inventory for both properties in the Visual One PMS system, along with inventory on Expedia, Travelocity, GDS and websites.
- Increased revenues at The Sands at Grace Bay 13% from 2004 to 2005 with an increase in occupancy of 3 percentage points and 8% over revenue budget for 2006 with an increase of 17% over 2005.

Kerzner International Resorts, Inc – Plantation, FL**Jan 2003-Aug 2004**

Director of Hotel Reservations/Revenue

- Responsible for 4 departments and a staff of 24 including groups, wholesale, data and inventory/revenue.
- Responsible for managing room inventory for 3 properties which included *Atlantis, Paradise Island* (2317 rooms), *One&Only Ocean Club* (106 rooms) and *Harborside* (161 room Timeshare property).
- Assisted in the build of the property management system for *One&Only Palmilla* in Cabo, Mexico, utilizing the Fidelio Opera system.

Yield Enhancement Strategies & Solutions, Inc – Miami, FL**Oct 1999-Dec 2002**

Revenue Consultant/Labor Standards Trainer

- Specializing in revenue management and yield management.
- Reservation sales seminar development and implementation
- Revenue Manager training and development.
- Implementation consultant and trainer for *ADP TimeSaver's* Labor Standards Module throughout the US and Canada.
- Revenue consultant and trainer for the newly renovated *Bimini Big Game Resort & Marina* in Bimini, Bahamas with specific concentration on reservations and front office.
- Handled Tour and Travel Operations for *Out Island Getaways* and *Sky Limo Air Charter* in Ft. Lauderdale, Florida with responsibilities in contract negotiations with over 35 Out Island hotels and 3 commercial airline partners. Developed the central reservations office to include Sabre and booking engine installations and staff training.

Island Outpost Hotels – Miami, FL**June 1998-Sept 1999**

Corporate Director of Reservation Sales

- Director of Central Reservations for thirteen (13) 2-4 star Florida and Caribbean hotels, managing a staff of 15.
- Implemented revenue management and yield management for all hotels.
- Increased occupancy by 6 percentage points, along with an ADR increase of 7% and overall revenue increase of 16% from 1998 to 1999.

Miami Dadeland Marriott**Aug 1996-June 1998**

Director of Reservation Sales/Front Office Manager

- Revenue Management for this 302 room suburban hotel.
- Increase room revenues 8.3% from 1996 to 1997 with a 92% occupancy for the year.
- Implemented front office/reservations training for Marriott hotels in South Florida.
- Developed training, incentive and guest response programs for the front office.

Production Services – Atlanta**Apr 1995-Aug 1996**

President

Motion picture equipment rental house servicing feature films, commercials, videos and special city events.

Marriott Hotels & Resorts**Aug 1985-Apr 1995**

Director of Reservations Sales – various hotels:

Marriott's Frenchman's Reef and Morning Star Beach Resorts in St. Thomas, USVI (Feb, 1994-Apr, 1995). 423 room hotel and 96 room cabana style beachfront resort. Room sales over \$21 million per year.**Norfolk Waterside Marriott** in Norfolk, Virginia (Aug, 1992-Feb, 1994). 404 room downtown hotel and 40,000 square foot convention center. Established and exceed budget for a new marketplace.**Atlanta Marriott Gwinnett Place** in Atlanta, Georgia

Director of Reservation Sales (Jun, 1988-Aug, 1991)

Transient Sales Manager (Sep, 1987-Jun, 1988)

Sales Assistant (Aug, 1985-Sep, 1987)

