

NAME NAME, SPHR
CUSTOMER EXPERIENCE CHAMPION
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PROFILE

Experienced professional with a background in Marketing, Human Resources, and Process Improvement. Passion for driving improvement across all touch points impacting an unparalleled Guest Experience at NAME of CASINO. Demonstrated effective execution skills in various operational environments utilizing social capital, data driven analytics with a respect for people and the effect of change. Proven track record at building consensus, maximizing organizational effectiveness with results in increased productivity, competence and service aligned with corporate goals and objectives.

PROFESSIONAL EXPERIENCE

Name of Company: **TITLE** May 2013 / Present

- Currently leading Name of Company's Forbes 4-Star Program overseeing Housekeeping, Hotel Operations, Buffet and Room Service improvement initiatives and training.
- Facilitate Lean and general process improvement projects with various departments to eliminate unnecessary waste, align scheduling with business demand and streamline processes.
- Oversee Employee Involvement team and all Team Member recognition and involvement programs while working as a general HR Manager as needed.
- Administer annual Team Member survey, identify deficiencies and partner with leaders to create action plans and hold them accountable for improving the Team Member experience.
- Effectively coach Team Members & Leaders throughout operating departments to provide world-class guest service.
- Lead three consecutive year-over-year Guest Service Score increases.
- Drive guest service accountability through regular reporting, monthly day in the life programs and mystery shopping.
- Responsible for managing and maintaining external guest contacts and service recovery initiatives including development of continuous guest experience improvement workflow management.
- Responsible for working with the Executive team to create a consistent message on reinforcing, and developing recommendations for recognition, while driving the service culture forward.

Name of Company: **Title** Dec 2009 / May 2013

- Oversaw creation of Guest Relations department and helped to lead initial service recovery efforts.
- During leadership transition took over management of Group Reservations team, assisted in Call Center Management and developed small group booking program as well as creation of automated departmental metrics.
- Managed all inbound guest communication, developed library of responses and forwarded appropriate guest contact information for further resolution when necessary.
- Created a sustainable guest service program with an emphasis on guest retention and recovery.

Previously VIP Agent Dec 2007 / Dec 2009

NAME OF COMPANY: Financial Services Professional Nov 2006 / Aug 2007

- Wrote clear proposals in response to submitted RFPs that demonstrated clear benefits.
- Grossed over \$8million in sales by working with small businesses to develop custom benefits programs.

NAME OF COMPANY: Marketing Management May 2005 / Dec 2007

Consultant

- Developed integrated marketing communication plans coupled with research and competitive analysis reports.
- Identified key guest insights and experiences, evaluated target audience and directed Internet based marketing efforts.
- Implemented successful marketing plans and ensured that the strategic vision of clients was upheld. Success was measured through increased ticket sales and lighting installations measured success.
- Analyzed competition and created market research plans to build brand loyalty.
- Worked with a wide range of industries including travel, entertainment, and manufacturing.

EDUCATION & PROFESSIONAL

- Bachelor of Science in Marketing, SCHOOL NAME, 2006
- Certificate in Management, SCHOOL Name, 2011
- Six Sigma Yellow Belt Trained, 2014
- Senior Professional in Human Resources, HRCI, 2014
- Senior Certified Professional, SHRM 2015
- Operational Customer Experience Management Certified, Medallia Institute, 2016