

***CURRICULUM VITAE/RESUME - SAMPLE**

(*Do not include the words "*CURRICULUM VITAE/RESUME*" in Original document!)

NAME

Address - Street

City, State, Zip Code

Country

Current Telephone Number

PROFESSIONAL EXPERIENCE:

5/90 - present SAN FRANCISCO MARRIOTT HOTEL, San Francisco, CA, U.S.
Director of International Sales & Marketing

Responsible for hiring, scheduling, training, coaching, counseling, developing, evaluating, promoting department employees.

Plan, develop and monitor property international marketing plan. Aggressively position the San Francisco Marriott in the targeted international markets. Research competition and consumers. Forecast International Sales Department expenses, budgets, and sales production and measure forecast against results. Focus on developing San Francisco as a major incentive destination in the international markets by creating exciting incentive programs. Increase international transient market share for the hotel by networking and coordinating with the major multiples and business houses in the international markets. Coordinate information and activities of the London and Omaha Central Reservation Centers as well as the network of Marriott International Sales Offices.

Oversee and ensure that all department responsibilities are performed in accordance with corporate and local standard operating procedures and policies.

3/89 - 4/89 WARSAW MARRIOTT HOTEL, Warsaw, Poland
Director of Sales and Marketing

Promoted hotel in a unique and uncharted market. Directly and successfully challenged the state-owned, monopolized industry in Poland by positioning the first independently owned, Western-managed hotel as the preferred hotel. Instigated massive and on-going reeducation of industry. Heavily utilized managerial and creative skills, often had to begin with the basics, starting from scratch.

7/88 - 2/89

**MARRIOTT PRINCE DE GALLES HOTEL, Paris, France
Director of Sales & Marketing**

Installed and implemented Marriott sales standard and procedures. Introduced and incorporated aggressive American-style sales techniques, while maintaining the European nature and preserving the French image of the hotel. Utilized international market knowledge and contacts to promote hotel.

4/87 - 7/88

**AMMAN MARRIOTT HOTEL, Amman, Jordan
Director of Sales & Marketing**

Set and promoted new standards of hospitality. Successfully created an incentive market which has blossomed from the original inception. Developed high-profile corporate clientele.

8/85 - 4/87

Director of Sales

Developed clientele with application of the key account selling system. Emphasized the national and international industrial sectors and tourism. Successfully structured, trained, and motivated sales office.

EDUCATION:

9/75 - 6/79

Helwan University, Cairo, Egypt
BS in Hotel Management

8/74 - 6/75

Bethlehem University, Bethlehem, Israel
Hotel Institute Diploma

PROFESSIONAL TRAINING:

10/89 - 2/90

Director of Marketing School, Florida, US

2/89 - 3/89

MLS, Amman, Jordan

8/87 - 8/87

Marriott Management Skills, Amman, Jordan

5/85 - 6/85

Marriott Grid Seminar, Cairo, Egypt

9/85 - 10/85

Advanced Management Seminar, Amman, Jordan

12/84 - 1/85

Successful Selling Seminar, Washington, US

PROFESSIONAL PROFILE/STRENGTHS:

- Ten years of intensive experience in all areas of the hotel industry, with specialization over the last seven years in Sales & Marketing Management.
- Substantial experience in foreign countries and markets (Middle East, Europe, USA, Japan, Asia, Australia, and Latin America). Fluent in Arabic, English, French, and knowledge of Spanish.
- Extensive experience in the analysis of financial statements and profit and loss accounts with regards to revenues, sales, costs, and expenses.
- Intensive focus on client development with the application of key account selling system, mainly in the national and international industrial sectors and tourism; recruitment and training; structure of sales offices; and budget planning and organization.
- Possesses knowledge, persistence, and goal-oriented attitude and capacity for easily adapting to new working environments.