

ALICE L. GAINES

MARKETING MANAGEMENT

Energetic, hard-working contributor | Makes an immediate & positive impact for every employer
Hospitality & Hotels | Industry Associations | For-Profit Education | Tourism | Fluent Spanish
Marketing Management | E-Commerce | Product Management | Publishing

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- **Marketing Management:** All-around expertise with traditional and online media. Promoted four times during 16-year tenure with National Hospitality Education Association (NHEA).
- **International:** Spearheaded international marketing initiatives for NHEA. Traveled internationally, established NHEA presence of international boards, and launched joint ventures.
- **Early Career in Product Management:** Merchandising and sourcing for housewares and women's ready-to-wear with Associated Stores and Main Design.

PROFESSIONAL EXPERIENCE

VILLA RESORT & SPA

June 2016–Present

Luxury hotel / 106-acre development / Officially opens in 2017.

Director of Marketing

Developing marketing initiatives for and implement marketing plans for the US and Latin American markets to achieve the business goals. Evaluate advertising creative against versus brand strategy. Collaborate closely with senior leadership and agency partners on strategic planning, brand development, and coordination of integrated marketing programs.

NATIONAL HOSPITALITY EDUCATION ASSOCIATION, Irvine CA

April 1999–May 2015

NHEA / EDUCATIONAL INSTITUTE: Provides training, certification programs, and education for hospitality industry \$11M budget.

Promoted to Senior Vice President of Marketing (2012-2015)

Promoted to Vice President of Marketing (2009–2012)

Promoted to Senior Director of Marketing (2006–2009)

Promoted to Project Manager (2005–2006)

Marketing and Sales Manager (1995–2005)

SUMMARY: Initially hired to fix organizational and communication issues between the Washington HQ, 42 NHEA state associations, and the NHEA Education Institute. During 16-year tenure, built the marketing presence for NHEA, fended off emerging competitors, and expanded NHEA into overseas markets. Promoted four times from Marketing and Sales Manager to Senior Vice President of Marketing.

SCOPE: Led 10-person team that generated \$2 million e-commerce sales. Developed marketing plans and strategies. Ran product marketing, brand management, media scheduling for worldwide hospitality markets.

- As scope grew – promoted four times – budgets and accountability also grew. Increased revenue and built brand awareness by co-creating online and print advertising, monthly newsletter, special promotion, email campaigns, and email blasts).
- Achieved results by motivating teams, applying technology, and understanding client needs.
- Reviewed and finalized proposals, agreements, and contracts for products, services, and partner agreements.
- Collaborated with partners at state level – developed strategies that promoted products and brands.
- Led development of website content, social media, e-mail campaigns and "e-blasts," and marketing collateral.
- Led creative strategy during collateral design for traditional and digital campaigns.

MARKETING AND SALES MANAGEMENT

- Developed marketing strategy and tactical plans. Established sales goals, and devised marketing campaigns. Collaborated closely with internal and external stakeholders. Applied deep knowledge of hospitality industry.
- Identified advertising and marketing agencies; reviewed service-contracts proposals for preferred and favorable rates; identified media and event sponsorship opportunities.

ONLINE MARKETING

- Led creation of a prospect database and online lead-generation campaigns.

PROJECT MANAGEMENT

Spearheaded collaboration of stakeholders and graphic designers throughout projects – from approval of conceptual designs through definition of final scope, completion of bidding process. Ensured that contracts and schedules complied with original plan.

MARKETING COMMUNICATIONS

New management realized NHEA needed a senior director of marketing to ensure NHEA was reaching the correct audience. Led all areas of manner of marketing communications – brochures, advertising slicks, sales collateral, advertorials, and purchase of advertising space.

INTERNATIONAL MARKETING AND JOINT VENTURES

Sold in various modes – B2B and B2C – and effectively acted as key account manager. Joined organizations and boards and participated actively. Made high-level contacts that paved the way for marketing successes in Latin America and the Mideast. Competitors included Lobster Inc, Asian American Hotel Association, and Association for International Security (ASIS).

DEVELOPMENT OF TRAINING COURSES AND CERTIFICATIONS: Hospitality Spanish Courses for Academia (2013): Collaborated with COTELCO in Colombia during Spanish translation of 14 course / Educational Institute India Market (2013): Developed a hospitality marketing plan with Mumbai team / Developed the Educational Institute brand in China (2014): Included design and launch of Chinese website / Controlling Alcohol Risks Effectively (2014): Reviewed content in English and Spanish and ensured deliverables were appropriate for a global audience.

PROJECTS AND PUBLICATIONS: Case Study: Egyptian Cascade Training Model (2015) / Aprendizaje y Certification para Hoteles y Turismo (2015) / Uniform System of Accounts for the Lodging Industry (2014) / Hospitality Professional Certification (2015) / eiReader, digital textbook catalog (2015) / Online Showcase (2015) / Hospitality Product Showcase (2015) Security Showcase (2015) / Hospitality safety and security training and certification (2015) / The Art of Leadership: Foundations (2015) / Global Academic Program (2015) / Eye on Awareness - Hotel Security and Anti-Terrorist Training (2015) / Strategic Learning and Training Experience Hotel (SLATE, 2015)

ADDITIONAL EXPERIENCE

ASSOCIATED STORES CORP., New York, NY (1994–1998), Associate Product Manager: Sourced apparel and other general merchandise for retailers. Acted as liaison between vendors & buyers.

MAIN DESIGN CORPORATION, New York, NY (1990–1994), Associate Product Manager: Arranged for the design, production and testing of samples merchandised overseas. Did preliminary quality & cost negotiations.

EDUCATION | PROJECTS | PROFESSIONAL DEVELOPMENT

Coursework, Business Administration and Marketing, Irvine Valley College, Irvine, CA

CERTIFICATIONS: Certified Hospitality Supervisor (CHS) / Certified Hospitality Department Trainer (CHDT) / Certified Master Hotel Supplier (CMHS) / Certified Guest Service Professional (CGSP) / Certified Hospitality Sales Professional (CHSP).

MEMBERSHIPS: Chamber of Commerce / Hospitality Sales and Marketing Association International / Puerto Rico Hotel & Tourism Association / Project Management Institute (PMI) / United Nations World Tourism Organization (UNWTO) / Hospitality Sales & Marketing Association International (HSMIAI) / International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) / Organization of American States (OAS).