

# ALICE L. GAINES

Irvine, CA

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## SUMMARY

Well-traveled professional with over 10 years of comprehensive experience including developing and executing marketing plans and strategies, product marketing, brand management, media schedules for domestic and international hospitality markets. Success achieved by effectively managing teams, applying technology, and understanding client needs. Reviewed and finalized proposals, agreements, and contracts for products, services, and partner agreements. Report to President for \$11-million-dollar association. Responsible for marketing team (8) that generated \$2 million in e-commerce sales.

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## PROFESSIONAL EXPERIENCE

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### VILLA RESORT & SPA

2016-present

#### Director of Marketing

Responsible for the development of marketing strategies for the US and Latin American markets to achieve the business goals for ATI Partners venture, *Villa Resort & Spa*.

- Work closely with senior leadership and agency partners to lead strategic planning, brand development and coordination of integrated marketing programs.
- Evaluate creative work against the brand strategy to ensure creative achieves its objectives.

### NATIONAL HOSPITALITY EDUCATION ASSOCIATION EDUCATIONAL INSTITUTE | CALIFORNIA

1999- 2015

NHEA is the sole national association representing all segments of the 1.9 million-employee US lodging industry; providing advocacy, communication support, and educational resources for an industry of more than 53,000 properties generating \$176 billion in annual sales from 5 million guestrooms.

Held various positions at NHEA, to include:

#### Senior Director of Marketing

2006 – 2015

Developed and executed marketing plan to support sales strategies. Responsible for overseeing and expanding the organization's educational products and brand, domestic and internationally, while evaluated new opportunities to maximize growth to further company's non-profit mission.

- Provided partners with strategies to effectively establish products and brands within their territories utilizing different marketing techniques.
- Managed website content, social media channels, e-mail campaigns, collateral creation, and online and print advertising to increase revenue and build brand awareness.
- Creative direction of final product and collateral design, traditional and digital campaigns.
- Oversee monthly newsletter and promotional campaigns; managed advertising and email campaigns.

#### Project Manager

Jan 2005 – Sept 2006

Assisted project stakeholders and design professionals in a collaborative effort to advance projects from approved conceptual designs through final scope definition, completion of bids. Reviewed contracts and overall progress against the plan.

- Worked in collaboration with the executive team and stakeholders in determining industry product development strategies and development and localization of international training programs and products.

- Responsible for keeping the project schedule updated throughout the project life cycle; manage change process and deliverable dates, coordinated testing of products.
- Tracked the progress and quality of work being performed by the instructional designers, information technology, and operations team.

**Marketing and Sales Manager**

**1999 – 2005**

Developed strategic and tactical marketing and advertising plans, established sales goals, and formulated other marketing campaigns.

- Worked closely with internal and external stakeholders and utilize industry learnings to increase product and brand visibility while increasing ecommerce sales.
- Identified and met with advertising and marketing agencies and reviewed proposed service contracts for preferred and favorable rates; identified media and event sponsorship opportunities.
- Helped build and manage prospect database and lead email marketing programs to support key demand generation and brand building campaigns.

**ASSOCIATED STORES CORPORATION | NEW YORK**

**1994 – 1998**

**Associate Product Manager**

A retail merchandising sourcing services provider, sourcing apparel and other general merchandise for retailers. Collaborated with the creation, development, and forecast of profitable and exclusive international products for a designated merchandise area.

- Arranged for the design, production and testing of samples merchandised overseas and negotiated preliminary quality, quantity and cost factors.
- Served as liaison between international vendors and buyers on pricing, new trends, and distribution of merchandise.

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**EDUCATION**

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Irvine Valley College, Irvine, California

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**PROFESSIONAL DEVELOPMENT**

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- Project Management Institute (PMI) - Member
  - United Nations World Tourism Organization (UNWTO) – Member
  - Hospitality Sales & Marketing Association International (HSMAI) - Member
  - International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) - Member
  - Organization of American States (OAS) – Member (Latin America)