



# Ryan David DeJong

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## PROFILE

I aim to actively contribute to the success of an organization that fosters professional growth, teamwork and excellence in every customer experience. I bring over 10 years of experience in marketing and hospitality, offering a unique and diverse set of skills ranging from creative design, digital marketing, customer service and operational management.

I am thrilled about the opportunity to apply my passion for creating exceptional guest experiences as a valuable member of your team.

## EDUCATION

### WESTERN NEW ENGLAND UNIVERSITY

**Bachelors of Science & Business Administration | 2004 | Springfield, MA**

- International Business Major with focus on Marketing
- Cumulative GPA of 3.592, Cum Laude
- Association to Advance Collegiate Schools of Business (AACSB) accredited
- Editor-in-chief of the Westerner student newspaper, President of the Residence Hall Association, Representative on the Board of Trustees, Chair of NEACURH Regional Conference

### UNIVERSITE ROBERT SCHUMAN

**Study Abroad | 2003 | Strasbourg, France**

- Focus on cultural management & cross cultural training
- Toured international headquarters for major corporations & European Union institutions
- AACSB accredited program

### UNIVERSITY OF HAWAII AT MANOA

**Business Management Program | 2001 | Honolulu, Hawaii**

- Completed 15 credits at the flagship campus of the University of Hawaii

## SKILLS & INTERESTS

### TECHNOLOGY

- Adobe Photoshop & InDesign
- Email Marketing Platforms
- Wordpress Website Design & Management
- Social Media Management
- Microsoft Office
- Software & hardware integration

### CUSTOMER SERVICE

- Customer focused sales
- Five-star hospitality experience
- Event planning & management
- Customer resolution

### GRAPHIC DESIGN

- Print collateral
- Website & social media
- Logo & branding design
- Presentation design
- Video creation & editing

### PROJECT MANAGEMENT

- Planning & organization
- Budget conscious resourcing
- Vendor analysis, selection & management
- Risk assessment & troubleshooting

## ACHIEVEMENTS

### TOP DESIGN

**Day Spa Magazine 2010**

My design of Pineapple Day Spa received the prestigious recognition of TOP DESIGN, honoring a facility with outstanding functionality, originality of design, beauty and comfort.

### LEGACY AWARD

**W San Diego 2005**

Recognizes excellence in creating the W Hotel experience.

### SKOOKUM AWARD

**Western New England University 2001**

Recognizes the commitment and dedicated service by demonstrated leadership roles on campus, community service/volunteer experiences, and participation in co-curricular programs.

## EXPERIENCE

### GOOROO GROUP

**Founder | 2011-Present | New York City, New York**

- I founded gooroo group in 2011 and provide marketing solutions including website design, social media, email & print marketing, technology integration, customer service training and more with a goal to enhance profitability, competitiveness and brand presence.

### HEBS DIGITAL

**Business Development Executive | 2014-2015 | New York City, New York**

- Developing consulting relationships with hoteliers, I recommend strategies to help hotels and resorts profit from the direct online channel and transform their Internet presence (websites, social and mobile marketing presence) into the chief and most effective distribution channel.

### FIRE ISLAND PINES

**Director | 2010, 2012, 2013 | Fire Island Pines, New York**

- Director of Operations, Marketing & Hospitality for FIP Ventures LLC, including the Botel hotel, Blue Whale restaurant, Pines Pool + Bar, Canteen restaurant, eight leased retail spaces, and the famed Pavilion Nightclub
- Project managed the seasonal opening & closing of the resort properties as well as the final phase of rebuilding the Pavilion Complex, a \$4.5M investment for the properties
- Designed a comprehensive re-brand of resort venues including website, logo & promotional graphic design & managed an aggressive digital marketing campaign
- Directed the operation of the 20 room Botel hotel including yielded revenue optimization, CRM & booking systems, maintenance & housekeeping, and customer relations

### BOOKER

**Sales Executive | 2011 | New York City, New York**

- Sold & trained clients on the Booker business management solution
- Generated leads through referrals, industry trade-shows, effective cold calling and responses to inbound website leads to consistently exceed sales targets both in quota and revenue

### PINEAPPLE DAY SPA

**General Manager | 2007-2010 | Pine Bush, New York**

- Re-branded & repositioned the spa to grow revenue & reclaim market position
- Developed a new spa menu & planned, designed & orchestrated a complete interior renovation, which was awarded TOP DESIGN by Day Spa Magazine
- Managed daily operations and oversaw a team of 20 employees.
- Doubled retail sales percentage & increased average ticket sale year over year

### THE BEVERLY HILTON

**Sales Manager | 2007 | Beverly Hills, California**

- Responsible for small groups market (50 rooms & under)
- Facilitated the sales process including inquiry, proposal, site visit, contract negotiation & event turnover
- Coordinated with Revenue Management, Catering, Events & Operations

### SOFITEL LOS ANGELES

**Marketing Manager | 2006 | Los Angeles, California**

- Exclusively handled all marketing & PR efforts for the hotel.
- Coordinated marketing efforts of hotel repositioning including new collateral, website re-design, & 7 public relations agencies
- Coordinated the launch of Le Spa at Sofitel, SIMON LA & Stone Rose Lounge via a launch party with 1,500 attendees, and press

### W SAN DIEGO

**Sales & Marketing Coordinator | 2004-2006 | San Diego, California**

- Directly assisted Business Travel Sales Manager, Group Sales Managers, and Director of Revenue Management in the sales process, revenue tracking, forecasting and reporting
- Coordinated marketing efforts including promotional event planning, execution, collateral requests, graphic design, website updates, & budget tracking

### SPRINGFIELD MARRIOTT

**Intern & Banquet Server | 2003-2004 | Springfield, Massachusetts**

- Completed an internship in the Human Resources office in addition to catering events as a banquet server with Marriott's white glove server standards.