

Julia Scheffsky

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Combined experience in corporate level sales/marketing with hotel operations management provides a well-rounded background in all aspects of the hospitality and service industry, with hands-on knowledge of good business practices paired with the vision needed to drive short and long-term growth planning. Expert in tactical sales and marketing with a solid track record of surpassing goals.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

General Manager

Holiday Inn Express - Charleston, SC

June 2018 to Present

General Manager - Hampton Inn by Hilton I-26 Columbia Airport

HILTON WORLDWIDE - West Columbia, SC

2016 to June 2018

Responsible for all aspects of the hotel operation. Divisional leader in Revenue Management. Awarded most improved profitability in 2016. Team builder and trainer with a desire to see my team excel. Sales and Marketing background with a true understanding of Revenue Management and hotel profitability. Award winning General Manager with Hilton Corporate.

General Manager - Fairfield Inn & Suites by Marriott Buckhead

HOTEL EQUITIES - Atlanta, GA

2014 to 2016

Responsible for the operation of this 115 room hotel in Buckhead. Increasing guest service scores, bringing hotel up to Marriott standards for Fairfield Inn & Suites within the first 90 days. Increased RevPAR Index by shifting share. Perform accounting functions using M3 networked with FOSSE with centralized accounting offices in the Corporate office. CONNECT U Operational Excellence and Strategic Alignment certified.

Area Director of Sales and General Manager - Quality Inn at Town Center and The Beaufort Inn

TRUE BLUE HOSPITALITY - Beaufort, SC

2013 to 2014

Beaufort, South Carolina 2013 - 2014

Area Director of Sales and General Manager - Quality Inn at Town Center and The Beaufort Inn

Immediate focus on Guest Service Scores resulted in higher than average scores in March and April.

Increased focus on room condition, guest service by team members (as a result of much training)

and capital expenditures as a key to success, Increased RevPAR index to 116% from 94% of share

within first 3 months. Turned around staff performance with recognition, coaching and training. Meeting

budgeted revenues and budgeted GOP. Exceeded Sales goals and Revenue goals.

General Manager Hotel take over Task Force

MATRIX HOSPITALITY GROUP - New Orleans, LA

2012 to 2013

Managing and restructuring new hotels in the portfolio (Crowne Plaza Cincinnati North, Crowne Plaza Toledo Downtown) Responsible for direction of hotel management, identifying and interviewing new permanent General Manager and Executive Committee team members. Increase guest service scores with training staff members. Increase awareness of brand standards and implement changes.

General Manager, Holiday Inn Laurel West

CHESAPEAKE HOSPITALITY - Greenbelt, MD

2011 to 2012

Direct hotel operations, working to build a culture of excellence by improving guest satisfaction and providing superior quality of service ensuring each guests experience is superb. Improved the bottom line numbers by moving the two restaurants to profit centers. Wrote the hotel marketing plan and budget for 2012. Maintain consistent flow against budgeted and forecasted revenues. Established and nurtured business relationships within the local community to further increase new business and promote the hotel. IHG General Manager Certified.

Corporate Director of Sales & Marketing

SUNBURST HOSPITALITY

2010 to 2011

Promoted to lead top-level strategic sales and marketing for 31 hotels within the business, with a focus on building tactical sales processes and procedures that achieve targets while aligning with Sunburst standards and objectives. Plan and execute national / cluster and local sales blitzes to drive new business and increase the overall RevPAR (Revenue Per Available Room) index. Increase profitability through expert forecasting and revenue management. Leverage partner relationships to build revenue opportunities on a national basis, including online channels such as Booking.com and BookMyGroup.com. Ensure nationally distributed hotel sales divisions comply with expectations and standards via sales audits.

Selected Achievements:

- Supporting national hotel management and improvement efforts by providing leadership and general management services at locations throughout the country.
- Boosted the DaySTAR RevPAR index by 20% within 9 weeks at one location.
- Raised staff competency, sales, and service levels by conducting training on Integrity Selling branded sales methods and on the STS sales tracking systems.
- Managed Crowne Plaza Rockville as interim General Manager for several months during transition.

General Manager

SUNBURST HOSPITALITY - Silver Spring, MD

2007 to 2011

General Manager

SUNBURST HOSPITALITY

2007 to 2010

Directed hotel operations, building a culture of excellence centered on maximizing guest satisfaction and providing superior quality of service. Defined and implemented the hotel marketing plan and budget. Utilized guest satisfaction systems and reports to track hotel performance and identify

key metrics to target in improvement initiatives. Maintained consistent flow against budgeted and forecasted revenues. Established and nurtured business relationships within the local community to further increase new business and promote the hotel. Handled financials for the hotel, including revenue management and reporting on operational trends, variances, and effectiveness.

Selected Achievements:

- Successfully achieved turnaround for the operation, with annual budget for 2009 surpassing 2008 in a down economy. Resulted in winning "hotel sales team of the year"
- Grew LRA scores year over year on a regular basis, with the score for Choice Standards rising from 75% in the first year to 93% on the last inspection.
- Improved property conditions from 60% in 2006 to 84% in 2010 while minimizing capital expenditures.
- Raised internal audit scores from 78% to 89% between 2006 and 2010.
- Reduced unexpected maintenance issues and improved overall room quality by launching the Preventative Maintenance Program.
- As leader of the Safety Committee, achieved numerous awards for employee safety.
- Managed profitable relationships with the Chamber of Commerce, Visitors' Bureau, and Convention Bureau.
- Assured a steady housekeeping score at or above 95%.
- Guided the hotel to win Hotel of the Year for 2009.
- Reversed poor performance for a sub-par RevPAR index, rising from under the average / break-even point of 100% to exceed targets and end the year with 130% market share.

Director of Sales & Marketing

RADISSON HOTEL NORFOLK - Norfolk, VA
2004 to 2007

Norfolk, Virginia • 2004-2007

Norfolk branch of a top-ranking full-service global hospitality chain.

Director of Sales & Marketing

Governed hotel-wide sales and marketing planning for achievement of both long-term and short-term revenue goals. Coordinated a team of 10 sales personnel in implementing highly effective sales strategies. Via Star Report and Hoteligence Reports, followed trends in sales performance to identify best practices and track underperforming areas. Oversaw client event planning.

ADDITIONAL ROLES:

Director of Sales & Marketing

Oceanfront Resort / Interstate Hotels
2003 to 2004

Director of Sales & Marketing

Crowne Plaza Greenville Hotel
2001 to 2003

Senior Sales Manager - Starwood Hotels and Resorts 1997 -2001 Sheraton Waterside, Norfolk VA

Education

Certificate

Educational Institute American Hotel & Lodging Association

Bachelor's in Marketing

Columbia College

Skills

P&L