

TOP SKILLS

Sales Expertise:

B2B and B2C Sales: Expert (15 yrs)
Sales Strategy Development: Advanced (13 yrs)

Marketing & Branding:

Marketing Strategy Development: Advanced (10 yrs)
Brand Management: Proficient (9 yrs)

Management & Operations:

Staff and Operations Management: Advanced (10 yrs)
Budget Management: Advanced (10 yrs)

Analytics & Development:

Data Analytics Analysis: Proficient (9 yrs)
Agile Development: Intermediate (5 yrs)

BIG WINS

Brand Launches: Godfrey Hotel (Chicago, Boston, Tampa), Essex Chicago, LondonHouse Chicago Hilton Curio, Versey Chicago, IJO Rooftop and LH Rooftop (Chicago), The Mureita Inn and Spa (Murieta, CA), Hotel Indigo (Madison), Staybridge Suites (Vero Beach)

Public Relations Campaign: The Godfrey Hotel opening resulted in 2b+ impressions from 225 unique media placements globally

Streamlined Implementation Process: iVvy Pty Ltd, successfully halved the client implementation timeline from 20 weeks to 10 weeks, leading to enhanced team productivity and improved project profitability.

Annual Sales Performance Exceeding Targets:

AHC Hospitality:

2009-2011: Achieved 100% sales target

Godfrey Hotel, Chicago:

2014: Achieved 110% of sales target

2015: Achieved 120% of sales target

Marcus Hotels:

2017: Achieved 105% of sales target

GLMG Hotels:

2019: Achieved 110% of sales target

AWARDS AND RECOGNITIONS

HSMIA Adrian Awards (Marketing)

2014:

Digital Marketing Campaign: "Discover Your Element"
Public Relations Opening Campaign: The Godfrey Hotel

2015:

Special Event Marketing: GQ Woodford Reserve Derby Party

40 under 40 Hospitality Industry Member

Connect National Publication, Peer Nominated

Travel and Leisure:

2014's Most Anticipated Hotel Opening: The Godfrey Hotel
America's Coolest Rooftop Bar: IJO Rooftop at The Godfrey Hotel

EDUCATION

Northwood University - 2008

Degree: Bachelor of Business Administration in Hotel and Restaurant Management

Honors: President's/Dean's List (4 years)

Grand Rapids Community College - 2005

Degree: Associate of Arts in Business and Culinary Arts Management

Certifications

Certified Meeting Professional (CMP) - 2011

SOFTWARE PROFICIENCY

Office Suites: Google G Suite, MS Office: Word, Excel, PowerPoint

Marketing Tools: Exprion, Revinate, SEMRush, Google Analytics

Hotel Management Systems: OnQ, Oracle Opera, StayNTouch, SMS, Infor, Jonas

Sales CRM: Salesforce, Delphi, Opera S&C, iVvy, STS, Lanyon, CVENT

MARKETING PORTFOLIO - www.atschomaker.com

EXPERIENCE

01.20 - Present

SVP Operations, Americas
iVvy Pty Ltd | QLD, Australia (Remote)

- Reduced Hotel Sales and Event SaaS Software onboarding timelines by 50%
- Instituted Standard Operating Procedures (SOPs), amplifying operational efficiency and optimizing staff time.
- Engaged one-on-one with VPs, Directors, and Managers, fostering growth via servant leadership principles.
- Delivered updates on operational metrics to the C-Suite and board members.
- Monitored regional performance, ensuring balance between operational revenue and expenditures.
- Successfully steered over 100 client implementation projects to fruition.
- Directed the North American team in a remote capacity, focusing on recruitment and management.
- Collaborated closely with the Sales division, enhancing the sales journey by presenting clients with tailored business process solutions.

11.18 - 01.20

Vice President Sales and Marketing
GLMG Hotels | Madison, WI

- Managed Sales and Marketing initiatives for a diverse portfolio of 13 hotels across the nation.
- Pioneered a Meta-Search Program, yielding a 10:1 Return on Ad Spend (ROAS) and generating over \$250k in additional revenue.
- Successfully inaugurated and launched key properties, including Hotel Indigo Madison and Staybridge Suites.
- Regularly reported on monthly and annual revenue figures, ensuring efficient budgeting and expense oversight.
- Represented the brand at the IHG Sales Leadership Conference with impactful presentations.

10.16 - 11.18

Corporate Director Sales / Marketing
Marcus Hotels and Resorts | Milwaukee, WI

- Spearheaded the creation and implementation of sales and marketing strategies.
- Directed and mentored a national team of 16 Directors.
- Oversaw a corporate marketing team along with multiple national marketing personnel.
- Achieved year-over-year sales growth, with properties surpassing sales targets.
- Delved into sales and marketing analytics, recommending strategic enhancements.
- Collaborated with hotels, offering expertise on their sales approach.
- Conducted weekly revenue strategy reviews alongside distribution team members.

11.12 - 10.16

Corporate Director Sales, Marketing and E-Commerce
Oxford Hotels & Resorts | Chicago, IL

- Directed sales, marketing, and e-commerce initiatives for a diverse hotel portfolio.
- Pioneered and launched award-winning hotel brands, securing Adrian Awards for inaugural PR and marketing efforts.
- Orchestrated weekly sales and revenue analytics, collaborating with executives to fuel consistent YOY growth in ADR and RevPar.
- Developed brand articulation, website aesthetics, advertising blueprints, and style directives.
- Supervised agency collaborations spanning advertising, social media, and PR.
- Offered overarching leadership to national director and manager associates.
- Administered an annual advertising budget exceeding \$1.5M, encompassing print, digital, and video.
- E-commerce web strategy drove an 8% YOY revenue surge, coupled with a 17% dip in bounce rates.
- Digital campaigns boasted an impressive average ROI of 10:1 monthly.
- Social media endeavors garnered an outstanding 30M+ unique monthly impressions.
- Curated and presented annual sales and marketing strategies for varied hotel brands, adeptly handling budgets and P&L.

12.08 - 11.12

Sales Manager, Mid-West Pacific
AHC Hospitality | Grand Rapids, MI

- Managed a client base consisting of over 100+ accounts from Chicago to California
- Formed and managed relationships with Fortune 500 companies
- Represented four - 4 star/4 diamond branded and independent hotels and resorts - JW Marriott, Courtyard by Marriott, Peter Island Resort and Spa BVI, Amway Grand Plaza Hotel
- Achieved goal of 100% KPI in 2009-2011