**GENERAL MANAGER RESUME**

**Luke Evans**

3323 Woodward Ave, Austin, TX 48227

(313) 624-4441

luke.events@att.net

**General Manager**

General management professional with over 10 years progressive experience in strategic planning, improving operational efficiency, team building and project management for hospitality industry. Able to quickly understand complex concepts, identify and solve problems, turn ideas into logical strategies, and implement systems that optimize productivity and customer satisfaction, decrease vacancy rates and increase bottom line.

**Highlights of Qualifications**

* Exceptional ability to identify and resolve problems in timely manner
* Proven ability to build productive teams that deliver exceptional guest service
* Unique ability to identify and implement cost saving measures
* 10 year track record of meeting all budget and revenue projections
* 10 year member of the American Hotel & Lodging Association

**Experience**

**REMINGTON HOSPITALITY SERVICES,**

S. Congress Ave.,

Austin, TX,

2008 – Present

**General Manager/Hotel Manager**

Managed overall guest experience and profitability of hotel and associate night club/casino.

* Implemented innovative custom loyalty program that increased annual

Occupancy rate by 15% between 2011 and 2013.

* Negotiated 2% decrease in per room sales tax which lead to at 4% increase in overall hotel profitability
* Maintained the top market penetration index (MPI) among all major

Competitors in greater Austin area from 2008 to present.

**STARWOOD HOTELS & RESORTS,**

600 N. Lake Destiny Rd., Orlando, FL,

2003 – 2008

**Assistant Hotel Manager**

Assisted general manager will all aspects of general management, property management, P&L and customer relations.

* Assisted in implementation of customer loyalty program that increased OCC rate by 10% from 2005- 2008
* Managed customer relations team tasked with maintaining high level of customer satisfaction during 3 month interior renovation
* Recruited and hired key hotel management personal include director of marketing and director of house keeping
* Received manager of the year award in 2006

**Education**

Bachelor of Science in Hotel Management, University of Florida, 2006