

Hotel Management

*Profit Maximization | Team Building and Motivation | Staff Optimization | Service and Product Quality
Sales and Revenue Management | Vendor and Union Negotiations | Risk Management*

QUALIFICATIONS PROFILE

Highly-accomplished and dynamic professional, equipped with extensive years of experience and well-honed skills within the hotel management industry. Armed with leadership expertise in developing highly effective marketing strategies and maximizing employee performance to drive revenue and profit growth. Effective at prioritizing and accomplishing multiple, time-sensitive tasks within a fast-paced, complex environment.

CORE COMPETENCIES

<i>Guest Service</i>	Enforce solid and innovative policies and procedures to immediately improve guest services across all departments. Monitor service and product quality and foster positive environment to provide excellent guest service experience.
<i>Sales and Marketing</i>	Boost revenue generation and directly increase profit by strengthening sales/marketing activities and developing effective incentive program to escalate employee morale and motivate staff to deliver high-level performance.
<i>Operations</i>	Maximize daily operations by streamlining processes and eliminating repetitive procedures to decrease cost and save time.
<i>Program Management and Development</i>	Provide effective solutions to serious issues and implement programs to enhance service quality with sensitivity and anticipation of need. Develop and implement programs to measure employee performance, monitor efficacy of sales, front of house, housekeeping, and engineering.
<i>Budgeting and Accounting</i>	Demonstrate proficiency in controlling multimillion-dollar budgets for business operations and advancement. Effectively apply successful P&L principles and institute strong financial controls to achieve optimal financial performance.

SELECTED ACCOMPLISHMENTS

- ❑ Successfully increased Sierra Suites Hotel total budget from \$1.2M to \$2.1M within three years of tenure.
- ❑ Achieved hotel ground floor reconstruction through the efficient management of a \$780K emergency budget, in the wake of a county-wide flood.
- ❑ Spearheaded business revenue-generating initiatives, producing nearly 3% increase on annual net profit for corporate hotel.
- ❑ Captured significant sales producing an additional 20% of market share in RevPAR annually for a 112-unit, all-suite hotel property.
- ❑ Earned recognition and high scores from Regional Director by providing dynamic leadership in the conversion of a 160-unit, full service property from a manual, rack structure to an automated system of property management.
- ❑ Consistently exceeded budget goals year-over-year by 20% in GOP (Gross Operating Profit) and RevPAR (Revenue per available room) as a dual General Manager.
- ❑ Provided major contributions in reducing 10% of time by utilizing innovative method to improve forecasting model.

CAREER HISTORY

<i>Engineer 1</i> Red Lion Hotel, Port Angeles, WA	2013-Present
Part of a team of 4 Engineers responsible for all property maintenance, including hotel and restaurant. Perform Preventative Maintenance ("PM") according to strict schedule. Implement and maintain product quality according to Red Lion Hotels franchise principles.	
<i>General Manager</i> Comfort Inn Hotel, Tacoma, WA	2013
Responsible for all Operations and Sales efforts for the hotel. Hired to stabilize the daily operations and "turn-around" the hotel, returning to past successful levels of RevPAR, Occupancy and GOP. Maintain product and service quality according to Choice Hotels franchise standards.	
<i>Owner and Manager</i>	2008-2013

KURT TURRELL

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Turrell Enterprises, LLC, North Brookfield, MA

Served as a business consultant responsible for providing expert business insight into various areas of strategic management, profit and loss planning, and operations streamlining. Exemplify writing skills as a ghostwriter/editor for various types of literature, including sales and marketing materials, comprehensive business plans, technical manuals, articles, and web content. Strategically assess and coach clients through a 6-step method to achieve goals and maintain lifelong abundance.

Housekeeping Manager

2006–2007

UMass Memorial Hospital, Worcester, MA

Assumed basic human resource functions such as staff screening, orientation, training, and on-going coaching for newly hired and experienced staff. Enhanced staff skill by implementing comprehensive training programs for new Level III Trauma Center. Strengthened and enforced Infection Control and Cleanliness standards within the new 14-suite operating room. Demonstrated strong strategic leadership by developing new sanitation and training procedures for more than 200 employees.

General Manager

2002–2005

Sierra Suites Hotel, Westborough, MA

Increased corporate client extended-stay base and RevPAR. Improved staff performance by developing a unique staff incentive program, which resulted in achievement of top scores as well as service ratings from regional manager.

Front Office Manager

1999–2001

WestCoast Olympia Hotel, Olympia, WA

Initiated the reorganization and redesign of the front office, including PBX Operator and Reservations divisions. Earned recognition for union contract adherence, as well as for executing winning negotiations and resolving issues.

EARLIER CAREER

Dual General Manager

Nendels Inn & Super 8 Motels, Walla Walla, WA

Front Desk Manager

Hampton Inn, Key West, FL

Guest Services and Reservations Agent

Hilton Hotels, Concord, CA

Guest Services Agent and Staff Trainer

Best Western Vista/Airport Inn, Boise, ID

EDUCATION

Associate of Arts and Science in Business, GPA 3.8

Pierce College, Tacoma, WA

Coursework in Social Work

Boise State University, Boise, ID

PROFESSIONAL DEVELOPMENT

Super 8 Peninsula Group Management Training | Marriott Strategic Alignment | Customer Service Excellence
Sexual Harassment | Risk Prevention | Hotel Management Systems | Anti-discrimination Seminars

TECHNICAL ACUMEN

Microsoft Office Suite (Word, Excel, PowerPoint, and Outlook) and WordPress (website platform)