

RITA MACDOWALL

RitaMae711@gmail.com · (210) 702-1006

· [linkedin.com/in/rita-macdowall](https://www.linkedin.com/in/rita-macdowall) ·

Competitive and innovative leader with a passion for maximizing revenue and inspiring others. Demonstrated history of excelling in multiple areas of the hospitality industry. Skilled in Sales, Channel Management, Marketing, Social Media, Revenue Analysis, and multiple CRS & PMS Systems.

EXPERIENCE

JUNE 2018 – MAY 2019

DIRECTOR OF REVENUE MANAGEMENT, OCEAN PLACE RESORT & SPA

Consistently grew market share both on and off season, resulting in a positive RGI change of 7.9% over previous year.

Prepare financial forecasts and evaluate marketing, value added, and pricing programs to ensure they are delivering the expected contributions to RevPar and profitability.

Consolidate, prepare and communicate yield management data for senior management daily, offering recommendations for revenue maximization.

Successfully balanced placement of group, local business, and leisure travel, keeping business objectives intact.

Through strong partnerships with various account managers, managed inventory and pricing management across 5 market segments through multiple channels, ensuring rate parity where applicable.

MARCH 2016 – FEBRUARY 2018

DIRECTOR OF REVENUE STRATEGY, QUIRK HOTEL

Collaborated with company leadership to model the property expected performance from ramp up to stabilized period of operation.

Forecast accuracy consistently within 2.5%.

Work closely with wholesale, corporate negotiated, and OTA account managers to maximize distribution and increase profitability.

In 2017 achieved revenue goals within 3% of annual budget.

MAY 2013 – MARCH 2016

REVENUE MANAGER, LA CANTERA RESORT & SPA

In 18 short months, accelerated from the Group Rooms Coordinator position, to Delphi Administrator/Assistant to the DOSM, and then Revenue Manager.

Maintained and analyzed Strategy Board to confirm rates & restrictions were compatible with overall demand, while achieving rate parity across all channels.

Worked closely with Marketing Manager to create impactful online marketing strategies and offers.

OCTOBER 2004 – DECEMBER 2010

RESERVATIONS MANAGER, HYATT HOTELS & RESORTS

Hyatt Regency Riverwalk – Reservations & PBX Manager

Grand Hyatt San Antonio – Multiple Role as Assistant Reservations Manager and Assistant to the Director of Revenue Management

Hyatt Regency Lost Pines Resort – Reservations Manager

Assisted with guest opportunities to provide prompt resolution

Analyzed call volume for optimal staffing levels.

Prepared training materials for Reservations Team Members and served as a liaison between Group Sales and Front Desk.

Passkey Expert – build group landing pages, utilized rooming list upload and download to maximize efficiency and minimize turnaround time.

Assisted DORM with rate management and reporting.

Kept teams informed of current promotions, marketing incentives, and new policies and procedures.

EDUCATION

JANUARY – DECEMBER 2009

BUSINESS ADMINISTRATION, SAN ANTONIO COLLEGE

JANUARY – DECEMBER 2008

BUSINESS ADMINISTRATION, UNIVERSITY OF PHOENIX

SKILLS

- Strategic Influencer
- Original & Inventive
- Business Analysis
- Economic Insight
- Tech Savvy

LEADERSHIP PROJECTS

- Served on Opera implementation Team at Hyatt Regency Riverwalk.
- Managed high-profile events, including San Antonio Riverwalk Lighting, Texas Music Association, Annual NYE Gala, Alamo Bowl, and San Antonio Breast Care Symposium.
- Assisted with the opening of Grand Hyatt San Antonio and Hyatt Lost Pines Resort.
- Served as Interim Director of Revenue at The Marker in San Francisco, while simultaneously performing revenue management duties for primary hotel, La Cantera.
- Played a key role in the implementation of Delphi Plus at La Cantera.
- Worked closely with implementation team to install and custom build the Ideas G3 Revenue Management System and Revintel Reporting Database for Quirk Hotel.