

Tiffany M Reynolds, MBA, CHIA

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PROFESSIONAL EXPERIENCE

Lecturer

University of North Carolina | Greensboro, North Carolina

January 2016 – Present

- Develop and instruct various courses in the fields of Hospitality, Entrepreneurship and Marketing.
- Act as community liaison between university and hospitality community of Greensboro.
- Assist with job and intern placement for students within the Sustainable Hospitality & Tourism program.
- Facilitate industry certification programs for students and community members.
- Manage social media presence for Sustainable Hospitality & Tourism program.
- Serve as faculty advisor for student hospitality club.

Owner

WineStyles Boutique and Bar | Greensboro, North Carolina

June 2014 – Present

- Acquired business suffering from a five year sales decline and achieved second highest revenue year within first year of ownership.
- Implemented additional revenue streams to include delivery services, wine education, special events, craft beer selections, food & beverage offerings & corporate partnerships to achieve sales increase of 19% year-to-date.
- Improved customer loyalty and satisfaction by expanding club offerings & growing memberships by 45% in six months.
- Created & facilitated monthly wine education classes for customers, initially doubling projected enrollment due to popularity.
- Participated in fundraising efforts exceeding \$10K with multiple charities to include Cystic Fibrosis, Greensboro Urban Ministries, Juliet's House Animal Rescue, Greensboro Summer Solstice, American Heart Association, Guilford Green Foundation and Preservation Greensboro.
- Established marketing channels and corporate citizenship through active participation in Greensboro Merchant Association, Greensboro Chamber of Commerce & Guilford Country Hotel Association.
- Serve as corporate liaison for franchise expansion in the Carolinas.

Area Sales Leader

Marriott International | North & South Carolina

January 2009 – August 2014

- Synchronize sales, revenue & marketing efforts attaining average year-to-date market share growth of 6% across seven hotels.
- Created and executed account strategies to exceed outbound revenue goals by an average of 136% since 2009.
- Increased associate satisfaction through leadership excellence increasing Associate Opinion Survey score from 75% to 84%.
- Generated strategic methodologies to exceed Extended Stay Revenue goal for three Residence Inn by Marriott hotels by 52%.
- Serve as Mid-Market segment team champion responsible for creation of segment strategies and training focused on corporate group and transient business.
- Sustain relationships through effective communication with stakeholders, including owners, asset managers, general managers, regional managers and various sales engines to promote accountability and drive results.
- Create, monitor and provide ongoing feedback on action plans to address special needs of distressed hotels.
- Participated in multiple strategic workgroups designed to improve operational excellence of the organization.
- Maintain and build community partnerships with CVBs, Chambers of Commerce and Hotel Associations in five markets across North and South Carolina.
- Serve as training facilitator for the Extended Stay Edge class coaching and certifying hotel General Managers and Sales Associates in the Marriott Sales processes.
- Lead, develop and deliver training for Carolinas Global Sales and hotel operational teams.

General Manager & Area Director of Sales

Marriott International | North Carolina & West Virginia

April 2005 – January 2009

- Served in dual capacity as General Manager and Area Director of Sales, responsible for \$11M in sales for select service and extended stay hotels.
- Led hotel through sale and re-branding, while balancing priorities of multiple stakeholders.

- Re-defined on-property sales efforts which resulted in exceeding budgeted expectations by \$104K.
- Exceeded Ownership Financial Priority by \$100K in 2007.
- Increased Marriott Quality Assurance Score by 11 points and Overall Guest Satisfaction by 6.8 points in first 12 months.
- Streamlined on-property accounting efforts to increase Marriott Financial Control Audit Score by 31 points.
- Recognized in 2007 for Most Improved Cleanliness for Residence Inn brand with an increase of 12.2% year-over-year.
- Facilitated new Residence Inn Service So Memorable program, certifying 60 associates in multiple hotels.

Lead General Manager

Sage Hospitality | North Carolina

April 2002 – April 2005

- Served as General Manager and leader for three Fairfield Inn by Marriott hotels located in multiple markets.
- Formulated and executed operational transition during sale and brand change of three hotels.
- Led sales efforts which resulted in exceeding budget by \$123K and an increase of Revenue per available room by 8.0%.
- Increased Marriott Quality Assurance Score by 19 points from 71% to 90%.
- Coached newly hired General Managers through corporate on boarding process.
- Restructured and built associate team resulting in an increase of Associate Opinion Survey by 14.2%.
- Trained staff in Signature Reservations Training ranking 1st of 74 hotels with an average score of 96.7%

EDUCATION

Wake Forest University, School of Business, Winston-Salem, NC

Master of Business Administration

2012 - 2014

Central Michigan University, School of Business, Mt. Pleasant, MI

Bachelor of Business Administration, Hospitality Information Systems

1996 - 1999

AWARDS

- Greensboro Area Chamber of Commerce Small Business 2015 Retailer of the Year
- 2010 Area Sales Leader of the Quarter
- 2009 Marriott International Global Sales Team of the Year
- 2007 General Manager Leadership Excellence Award
- Three time winner of LaBelle Management's MVP Award for excellence in hotel operations
- 2002 & 2003 Pineapple Award Fairfield Inn by Marriott for exceptional hospitality
- 2001 Marriott International Blue Diamond Award for Excellence in Guest Satisfaction

CERTIFICATIONS

- Certified Facilitator and Proctor for ServSafe Manager Certification
- Certification in Hotel Industry Analytics
- Current candidate for Certified Specialist of Wine (CSW)
- Marriott International Trainer Certification Levels I, II & III
- Marriott Certified Facilitator for Sales Training & Techniques Class, Mission Possible, Extended Stay Sales Edge
- Marriott Management Courses: Strategic Alignment, Budgeting and Forecasting
- Signature, RJS and H.S.A. International for reservation sales

ACHIEVEMENTS

- 2012 – 2014 Wake Forest University Forte Fellow (MBA Women in Business Organization)
- 2014 Selected to participate in MBA Roundtable Event hosted by Warren Buffett
- 2012 Marriott International Eastern Region recognition for highest sales percentage to goal
- 2012 Hotel Cross Sales Revenue 111% to goal
- 2011 Assigned Account Revenue 140% to goal
- 2010 Hotel Cross Sales Revenue 160% to goal
- 2009 Marriott Global Sales Team of the Year Award
- 2009 Total Rooms & Catering Pace 120% to goal