

DIGITAL DISTRIBUTION ▪ HOTEL MANAGEMENT ▪ DIGITAL MARKETING ▪ GUEST EXPERIENCE

One of the leading experts in digital distribution, digital marketing, SEO, HTML, Website integration & deployment Google Ads, Key word search optimization & social media marketing and digital advertising. Has a proven track record deploying digital marketing solutions that will result in a minimum revenue increase of 40% B to C Online Travel Agents, within the first year and grow direct bookings over 100%.

Visionary and strategic leader with hands-on work style; effectively build targeted, multinational teams from the ground up that deliver superior guest experiences and client experience within challenging, competitive markets.. Innovator, Visionary moving beyond the product, beyond the brand and evolving in building a tribe.

CORE COMPETENCIES

- Social Media Marketing
- Business Growth Strategy Development
- Digital Marketing & Distribution
- Staff Training | Development
- Process Improvements | Enhancements
- Delivering Guest Experience
- Revenue Management Solutions
- Developing Unique Revenue Opportunities
- Budgeting | Business Planning
- Cost Reduction & Control
- Fluent English | Japanese | Vietnamese
- Resource Allocation | Optimization

PROFESSIONAL HISTORY

Anoasis Resort & Spa by Touch Hospitality , Vung Tau, Vietnam

October, 2019– Current

General Manager

- Successfully , Re-branded after the expansion and renovation.
- Updated all SOP's & LSOP's in line with our new USP & resort image
- Designed, Built the new website integration of SEO, Keywords, Google Analytics, Adwords, Channel Manager & Booking Engine integration
- Grew OTA bookings 140% & Direct bookings 200% after deployment of the new digital solution.
- Grew international inbound market 85% specially from Indonesia, Taiwan , Malaysia, Korea, Hong Kong (prior to Covid-19)
- Responsible for managing all aspects of the hotel operations, delivering unprecedented custom satisfaction, experience , driving revenue and building value for owners.
- Hotel consisting of 75 rooms and luxury beach villas, private beach, Blue Wave Bar, My Oasis Restaurant, & My Soul Spa
www.anoasisresort.com www.touch-hospitality.com

Grand Sahid Jaya Hotel, Jakarta, Indonesia

January, 2019 – October, 2019

General Manager

- Responsible for maximizing hotel revenues, driving guest experience & satisfaction
- Preparation of the budget forecast, identify and seek out potential business in the market
- Transform revenue from traditional bricks and mortar approach to a digital one by implementing digital tools that help to capture more business digitally.
- Successfully, increased direct bookings by 300 % and increased OTA business 100% through the use of google ads, & leveraging social media.
- Hotel Consisting of 721 Room, 27 meeting rooms, 2 Ball Rooms with a maximum capacity of 3000 pax and 5 F& B outlets
- www.grandsahidjaya.com

The Park Lane Jakarta, Indonesia (Re-Branded to after 19 yrs. Wyhdahm Casablanca Jakarta.)

July, 2015 – Dec, 2018

General Manager

- Responsible for managing all aspects of the hotel operations, delivering unprecedented custom satisfaction, experience , driving revenue and building value for owners.
- The five star hotel is located adjacent to one side of the city's "Golden Triangle" central business district, the and within walking distance to superblock Kota Kasablanka Shopping Mall.
- Hotel consisting of 280 rooms, including 36 long-stay Residences, four F&B outlets spa & Gym.
- www.wyndhamcasablancajakarta.com

LOAMA RESORT MALDIVES AT MAAMIGILI, Maldives (Re-Branded to M-Gallery)

April, 2014 – June, 2015

General Manager

- Spearhead resort operations, a luxury resort situated on a remote island location, consisting of 55 over-water villas, 50 beach villas, four food and beverage (F&B) outlets, a dive center, and spa.
- Effectively secured all licenses required for operations by overseeing all aspects of pre-opening, including manning, infrastructure, back-of-house (BOH) setup, and standard operation procedure (SOP) implementation.

DIANI REEF BEACH RESORT & SPA, Mombasa, Kenya

November, 2012 – March, 2014

General Manager

- Oversaw operations of a five-star resort comprised of 143 guest rooms, four F&B outlets, a conference center, spa, casino, and movie theater.
- Succeeded in attaining all set objectives, superior guest satisfaction, and a positive working environment by running the hotel in accordance with the organization's standard operating procedures and policies.
- Led implementation of tailored products and services catered to hotel's target groups and based upon pre-agreed marketing plans and budgets.
- Ensured continuous productivity and efficiencies through plan and budget concept design, monthly financial reporting, process improvement and cost saving initiative development, and operational auditing.
- Enhanced staff productivity and resolved bottlenecks by coordinating activities of department heads and assistant managers regarding timetables, work schedules, and employee resource allocation.
- Optimized workforce by heading all recruitment, hiring, orientation, training, and performance reviews for all new hires.
- Liaised with diverse groups of stakeholders, including C-level executives, local and public authorities, and main accounts.

HYATT REGENCY RESORT & SPA, Danang, Vietnam

January, 2010 – October, 2012

Resident Manager Post Opening & Hotel Pre-Opening Project Management

- Headed pre-opening project management, including punching of rooms for handover to Hyatt and punching, controlling delivery of the FF&E.
- Directly responsible for operations involving 174 (1, 2, and 3) bedroom condominiums 27 luxury villas and 290 rooms.
- Consistently ensured quality products and exemplary guest service by achieving hotel goals, strategies, and objectives.
- Promoted interdepartmental transparency and communication by collaborating with other department heads.
- Established all standard SOPs for the residential management of all Hyatt condos and villas.

DARREL CARTWRIGHT

+84.7084.71549 | Skype: darrel.cartwright
darrel.cartwright@gmail.com

HANOI LAKE VIEW HOTEL & SERVICED RESIDENCES, Hanoi, Vietnam

May, 2004 – December, 2009

General Manager-South East Asia

- Grew property value from a \$17m² to \$29m² and achieved 100% occupancy for 2.5 consecutive years.
- Achieved record-high revenues and steady growth while concurrently reducing costs and increasing efficiency.
- Supervised 150 employees and established general policy and property management systems.
- Oversaw property management public relations; liaised with various authorities, owners, and occupants.
- Ensured maximum fiscal efficiency by providing initial and on-going operational cost estimations for all organizational properties and expenditure program reviews and revisions.
- Facilitated mechanical, electrical, and architectural feature design reviews of existing and future properties. Set and implemented building rules and regulations subject to Vietnam law for firm properties.
- Maintained high occupancy levels through effective motivation and by keeping current of market conditions, understanding competitive pricing, and utilizing appropriate marketing resources.
- Sustained project quality at HLV standards by coordinating maintenance of property with appropriate support.
- Actively promoted positive, proactive resident relations by demonstrating a “firm, fair and consistent” manner in all resident contacts and being attentive to political and social impacts of decisions.

TAKANAWA PRINCE HOTEL, Tokyo, Japan

September, 2000 – December, 2004

General Manager

- Dramatically grew revenue by 40% and increased occupancy from 65% to 85%, on average.
- Hotel was awarded 2003 & 2004 *Best Business Hotel in Japan*, during tenure leading management.
- Directed operations consisting of 450 rooms and suites; 5 F&B outlets; 3,275m² of conventions, exhibitions, and special events space; 453 personnel; and an average of 39,000 covers per month.
- Maintained budgetary profit margins, prepared annual budget, and submitted quarterly operations plans.
- Maximized employee morale by demonstrating Spotlight 5 behaviors and providing tools, guidance, support, and incentive programs. Increased guest satisfaction by developing targeted management and staff programs.
- Accurately determined positive and negative gaps in service and prospective market opportunities by conducting comprehensive SWAT analyses.
- Kept owners and potential investors informed by presenting reports and projecting property market trends.

Washington Hotel-Tokyo, Japan (Part of Prince Hotel Group)

June, 1998- August, 2000

Rooms Division Director

- Driving guest experience through increasing, innovating all hotel service standards
- Responsible for ensuring the smooth operation of guest services, valet services, security concierge and Front Office, housekeeping, laundry.
- Overall responsible for providing all guests with quality service while maximizing room revenue and productivity, and developing managers and employees.
- Coordinating the organization and administrative functions in all areas of the Rooms Division
- Ensuring total compliance with standards of operation; ensuring that staffing is maintained at an appropriate level to match business demand
- Participating in all regular and ad hoc operational meetings and in the formulation of strategic business plans; establishing monthly reporting system to monitor
- Handling all guest complaints expeditiously to complete resolution; closely monitoring the financial performance of all departments, in particular monitoring all Rooms expenses to ensure that they are kept in line with budget; and providing solutions to improve problem areas and assisting in implementing corrective measures.

Washington Hotel-Tokyo, Japan (Part of Prince Hotel Group)

January, 1994-June, 1998

F&B Director

Held P&L responsibility for the F&B operation covering 4 restaurants, 6 bars and conference facilities. Personnel: 200

- Created and developed concepts and programs to increase cover counts and top line revenue
- Worked to accomplish departmental goals, strategies, and objectives ensuring quality products and exemplary guest service while maintaining budgetary profit margins
- Ensured sufficient staffing of all restaurant areas, monitored training of management, food servers, bus persons, hosts, etc.
- Developed and updated policies and procedures for restaurant staff, to include safety and personal hygiene and enforces the standards of appearance, grooming, and image guidelines of restaurant personnel
- Reviewed all guest service evaluations and other feedback from the Customer Relations department and utilizes information to determine positive and negative gaps in service
- As needed, resolved customer complaints and service deficiencies to ensure guest's faith in company has been restored
- Performed routine inspections of all restaurants and is on the floor during key result times

Hilton Hotel; San Jose, CA

January, 1992- December, 1993

F&B Intern

- Supported the F&B Management team to manage and supervise the administration, restaurants and Bars as an independently profitable unit and set performance standards for guest service
- Establishes guest service standard that meet the needs of the target market and are in line with the operating concept

Hilton Hotel; San Jose, CA

January, 1991- January, 1992

Restaurant Staff Waiter(part time)

- Prepared tables, laying out napkins and utensils, making sure the condiments are refilled
- Performed all other preparation tasks
- Took Orders
- Served guests the order and enhanced guest experience

EDUCATION & PROFESSIONAL DEVELOPMENT

- **Masters Certificate in Hospitality Management**, Cornell University
- **Certificate in Hotel Revenue Management**, Cornell University
- **Certificate in Hospitality Management**, Cornell University
- **Certificate in Hospitality Marketing**, Cornell University
- **Bachelor of Science in Business Management, Hospitality**, MacArther University
- **Languages:** English ▪ Japanese ▪ Vietnamese

VOLUNTEER EXPERIENCE

The Jakarta Hotel Association
Chairman

June 2019– October 2019

Jakarta Hotels Association consists of the finest 3, 4 & 5 star Hotels in Jakarta, Indonesia. JHA With 46 active members, JHA works along similar lines as other International Hotel Associations where members proactively address common issues and opportunities that impact to the hotel industry in Jakarta. We build communicate and maintain the relationship with both Tourism and Government Agencies and ensure that important issues are well distribute to all members in an accurate and timely manner.

<https://www.thejha.com/>

The Jakarta Hotel Association
Vice Chairman

March , 2018 – May 2018

Jakarta Hotels Association consists of the finest 3, 4 & 5 star Hotels in Jakarta, Indonesia. JHA With 46 active members, JHA works along similar lines as other International Hotel Associations where members proactively address common issues and opportunities that impact to the hotel industry in Jakarta. We build communicate and maintain the relationship with both Tourism and Government Agencies and ensure that important issues are well distribute to all members in an accurate and timely manner.

<https://www.thejha.com/>