



Stephanie Green

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EXPERIENCE

Del Pacifico at Esterillos/ Alma del Pacifico Beach Hotel & Spa — 9/2003 - 12/2014

Baltimore, Maryland & Esterillos Este, Costa Rica

Del Pacifico is a 750-acre resort property on the Central Pacific Coast of Costa Rica with commercial, rental, and residential properties. (www.DelPacifico.net)

Alma del Pacifico Beach Hotel & Spa is a 20-room boutique hotel on the Central Pacific Coast of Costa Rica. (www.AlmaDelPacifico.com)

Marketing Director, Del Pacifico (2007 - 2014)
& Alma (2012 - 2014)
Revenue & Sales Manager, Alma (2013 - 2014)

Operations Director, US, Del Pacifico (2008 - 2014)
Interior Design Consultant, Del Pacifico Design (2008 - 2014)
Operations Manager, US, Del Pacifico (2004 - 2008)
Executive Assistant to the President, (2003 - 2004)

Marketing responsibilities for Del Pacifico & Alma included:

- Oversaw digital marketing efforts including blog, weekly marketing emails, and pay per click campaigns.
- Collaborated with event manager & onsite staff to budget, plan, & market due-diligence trips for prospects.
- Created promotions and vacation packages for hotel & vacation rentals.
- Tracked & analyzed effectiveness of marketing efforts by channel and campaign.
- Conceptualized, provided creative direction, and graphic design for marketing materials, restaurant & spa menus and promotional books.
- Provided art direction for photo shoots of property and events.
- Created content for website and implemented three website redesigns (2007, 2011, & 2013) for resort and 3 website redesigns for hotel (2 in 2012 and 1 in 2014).
- Managed SEO to improve search engine results (increased unique visitors to the site by 150%).
- Created social media profiles, managed communities, created and implemented social media promotions & campaigns for both the resort property & the hotel.

Revenue Management & Sales responsibilities for Alma included:

- Developed, implemented, monitored, and controlled all sales strategies for 20 room hotel.
- Researched competitors' products/services.
- Negotiated and finalized contracts with groups, destination marketing firms, and travel agencies
- Prepared weekly sales pace reports for owners.
- Leveraged sales channels in an effort to optimize sales revenues.
- Yield management of hotel rooms and vacation rentals.
- Consulted with couples to plan all details of their destination weddings.

Freelance Projects

el-j productions, inc. — 2013 – 2015
Tampa, Florida
Social Media Management
Website Redesign & Search Engine Optimization

Varadero Communications LLC — 2014 – 2015
New York, New York
Website Design & Implementation

Del Pacifico at Esterillos — 2015 – present
Baltimore, Maryland
Management Consulting

the Duc D'Angelos — 2015
Baltimore, Maryland
Website Redesign & Implementation

TigerLilyTravels.com — 2015 – present

Travel Blogger

Website design, content creation, photography, search engine optimization of blog.

EDUCATION

Roanoke College — Salem, Virginia

Bachelor of Business Administration, 1999

Member Phi Mu, Gamma Eta Chapter

SKILLS & KNOWLEDGE

Spanish- conversational

Proficient in Microsoft Office (Publisher, Excel, Word, Outlook, PowerPoint), Mac (Pages, Numbers, Keynote, Mail, iCal, iPhoto), Google Adwords, Google Analytics, Squarespace, Zoho CRM, Google Drive, Adobe Lightroom, Google Insights, Emma, SimplyCast, Constant Contact, MyPublisher, QuickBooks, Polarr, Hootsuite, TweetDeck, Facebook, Twitter, LinkedIn, Pinterest, Google+, Flickr, YouTube, & Instagram.

Working knowledge of Gimp, Adobe InDesign, Wordpress, Wix, Basecamp, Windsurfer CRS, roomMaster, 7 Suite, VimeoPro, & Vine.

FUNDRAISING & VOLUNTEER WORK

Moveable Feast / Dining Out for Life

2013 Ambassador at Baltimore Uncorked Event

2012-2014 Planning committee for Dining Out for Life event

2011-2014 Ambassador at Dining Out for Life

2011 Ambassador at Holiday B&B tour

Cystic Fibrosis Foundation

2011 Wine Opener committee member

GBMC Milton J. Dance Head & Neck Center

2005 Helped organize a fundraiser involving local chefs