

Sarah Baker

LCAM, CHA, RRP

Guest-Focused Senior Hospitality Executive: Always Chasing Perfection

Passionate about ensuring legendary guest service and unsurpassed experiences in every interaction.

SCOPE OF MANAGEMENT: National Brands with 30+ Resorts | Budgets up to \$80M+ | Hilton, Sheraton, & Crowne Plaza Sites

Unfailing career record of driving substantial gains in revenue, profitability, and guest satisfaction. Respected for energizing diverse teams across international enterprises while inspiring world-class talent to excel in high-profile leadership roles. Accomplished in establishing a robust network of professional contacts, loyal associates, and vendor relationships. Professional triumphs include:

XYZ Resorts

Increased regional sales 40% while steering staff of 950+ to manage 15 resorts. Raised total room revenue from \$750K to \$3.5M.

Resort Management Services

Turned around \$70M resort company struggling with significant losses, boosting profits 25% and guest satisfaction scores 11%.

ABC Resorts Group

Won Bronze Stevie Award for innovation and guest service excellence after restructuring executive team and call center.

Career Success

Resort Management Services (RMS), Miami, FL

10/2020 to 04/2022

Privately held vacation ownership corporation with nearly 100K residents.

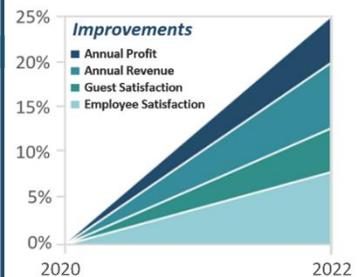
Senior Vice President

Resorts: 31 | Direct Reports: 10 | Indirect Reports: 800 | Total Combined Budget: \$70M

Recruited to turn around loss-making operation, strategize debt repayment, and reposition RMS for rapid growth. Crafted high-impact sales/revenue management plans. Won buy-in from Board of Directors (BOD) to implement game-changing initiatives that enabled immediate corporate stability and future success. Spearheaded new programs, resort openings/renovations, and technology projects. Revamped executive leadership team and streamlined operations throughout the United States and the Caribbean Islands.

Delivered Results

- ▶ Grew annual profit 25% and revenue 20% while slashing yearly operational expenses (OPEX) by \$600K.
- ▶ Raised guest satisfaction scores from 3.73 to 4.37 out of 5 stars while elevating employee satisfaction scores from 83% to 91%.
- ▶ Stopped 50% of resorts from operating at a loss and ended \$525K delinquency within 3 months.
- ▶ Realized \$650K margin boost in 2018 – and added another \$1M in profit in 2019 – through debt contract renegotiation.
- ▶ Ensured brand consistency throughout all resorts with semiannual audits and 600 standard operating procedures (SOPs).



ABC Resorts Group, Orlando, FL

09/2015 to 10/2020

Premier vacation ownership and full-service management company.

Vice President & Chief Hospitality Officer

Resorts: 15 | Direct Reports: 8 | Indirect Reports: 400 | Total Combined Budget: \$30M

Greatly enhanced revenue generation, profitability, employee accountability, and guest satisfaction by sharing best practices across the business. Recruited top executives to optimize human resources, accounting, construction, and operations for properties with up to 400 units. Defined KPIs to measure profitability, experience levels, quality, asset protection, resort development, and corporate expansion. Maximized cash flow while overseeing revenue management, cost containment, budgeting, and forecasting.

Delivered Results

- ▶ Boosted revenue 18% year-over-year (YoY), increased annual profit 21%, and raised guest satisfaction scores from 85% to 90%.
- ▶ Won Bronze Stevie Award for innovation and customer service excellence after developing Distinct Differences program.
- ▶ Improved customer satisfaction, service levels, response times, and problem/complaint resolution by reorganizing call center.



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XYZ Resorts, Orlando, FL

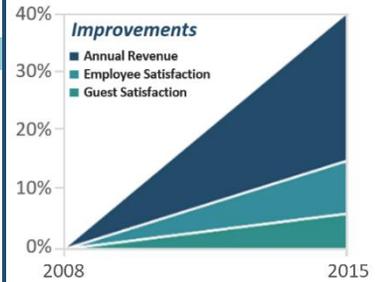
02/2008 to 08/2015

With 60+ resorts in 40+ popular destinations, XYZ offers endless vacation experiences.

Regional Vice President

Resorts: 15 | Direct Reports: 10 | Indirect Reports: 950 | Total Combined Budget: \$80M

Ensured operational excellence at upscale full-service resorts, driving notable improvements in owner, guest, and employee satisfaction. Managed \$500M in assets while maintaining the highest levels of service across 2K units. Timed and measured everything to improve schedules, processes, and housekeeping efficiency. Instituted revenue management plans, in-house food and beverage (F&B) marketing campaigns, and cost metrics. Strategized cost per occupied room (CPOR) and cost per available unit (CPAU) while balancing staffing levels.



Delivered Results

- ▶ **Rescued F&B and retail operations from \$2M loss, generating \$300K in profit** across properties enterprise-wide.
- ▶ **Increased total room revenue from \$750K to \$3.5M in 4 years** and completed \$50M renovation for resort in Aruba.
- ▶ **Boosted overall regional revenue 40%** and expanded profit margin from \$794K to \$3.5M.
- ▶ **Raised guest satisfaction scores from 88% to 93%** and employee satisfaction scores from 85% to 96%.

Notable Resort Successes

Santa Cruz Resort & Casino, Aruba: \$25M
 • 450 Units • Full-Service Casino • Spa • Extensive Retail and F&B

Christmas Village Resort, Aspen: \$28M
 • 800+ Acres • Golf Course • 15 Ski Runs • Themed Restaurant, Bar, and Snack Bar

Sunshine Place Resort, Orlando: \$30M
 • 54 Acres • 75K-Sq-Ft Water Park • 20K-Sq-Ft Clubhouse



Stopped \$3.1M in annual losses, achieving \$100K profit within 36 months.



Turned \$1M in yearly losses into \$350K in annual profit in just 3 years.



Grew property from 70 units to 650. Developed retail stores and F&B elements.

Past Success

- General Manager at Crown Plaza Resort and Casino (260-room hotel and casino)
- General Manager at Sheraton Key West (180-room hotel)
- Assistant General Manager at Palm Beach Hilton (223-room hotel)

Education

Bachelor of Business Administration (BBA), University of Miami

Awards

- Bronze Stevie Award
- Leader of the Year Award, XYZ Resorts
- Best Guest Service Award, ABC Resorts
- Gung-Ho Unity Award, RMS

Certifications

- Licensed Community Association Manager (LCAM)
- Certified Hotel Administrator (CHA)
- Registered Resort Professional (RRP)

Board of Directors

- National Timeshare Owners Association
- Association of Resort Professionals
- Downtown Miami Council
- Miami Beautification Group

Résumé Strategy

Because this particular client was extremely dedicated to delighting her resort guests with unexpected surprises, I wanted to fill this presentation with unique touches that would keep every reader on the edge of their seat.

I wanted the introduction to show her scope of leadership while clearly conveying her sincere commitment for ensuring 100% guest satisfaction in every interaction without fail. Since Sarah had three major employers throughout her career, I highlighted the top results of those companies in columns – a theme that would repeat itself throughout both pages of his résumé.

As an exceptionally accomplished resort executive, Sarah has a consistent history of driving remarkable gains in revenue, profit, and client satisfaction. I wanted to make that point extremely clear by charting her successes on the right-hand side of each page in nearly identical area graphs.

For her earlier career, I wanted to highlight her top resorts with photographs that displayed the unique qualities of each property managed, including a small success story attached to each one. Since these were very different resorts, including a snowy Christmas village and a brightly colored water park, I added opaque gradients that matched the rest of the graphics to create a more cohesive presentation.

Sarah built her career primarily throughout Florida and the Caribbean Islands, so I wanted to give an overall oceanic feel to the presentation. This résumé content is presented to be ATS-friendly.