

Tanisha J. Brown

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Trend-Setting, Global Customer Experience Vice President

Delivering 20+ years of forward-thinking, award-winning excellence and entertainment worldwide.

🏆 2019: InterContinental Hospitality Award • 2014: Hospitality Design Award • 2010, 2014, 2017, 2019: The Award for Excellence in Service

Summary

Shifted world-renowned venues, popular attractions, and 4-Diamond resorts from mediocre performers to innovative, technology-driven revenue-stream generators and brand-favored establishments.

Ignited corporate Voice of Customer (VoC) strategy, realizing double-digit increases in overall customer satisfaction and Net Promotor (NP) scores for 200 locations worldwide through development and implementation of global CX systems.

NOTABLE CLIENTS	
<input checked="" type="checkbox"/>	★★★★★ Brown's Hotel – London
<input type="checkbox"/>	★★★★★ Walt Disney World – Paris
<input type="checkbox"/>	★★★ Rod Laver Arena – Melbourne
<input type="checkbox"/>	★★★ Statue of Liberty – New Jersey
<input type="checkbox"/>	★ Marina Bay Sands Hotel – Singapore
<input type="checkbox"/>	Smithsonian Institution – Washington DC

Professional Experience

Hospitality 123 • Los Angeles, CA • New York, NY

July 2012 – April 2020

Vice President, Customer Experience

A \$3B, privately held, global hospitality company, with 60K+ associates worldwide, serving more than a half billion customers throughout North America, Australia, New Zealand, Europe, and Asia.

Added Responsibilities and Promotions (*Same job title*)



Recruited to bring up to and/or surpass industry, AAA, and Forbes Diamond standards for lodging, travel, retail, and sports locations worldwide. Turned around 30 U.S. and 10 UK lodging facilities, iconic tourist attractions, sports/events stadiums, and fine dining restaurants. Initiated and implemented customer experience (CX) platform and fresh brand standards. Won numerous awards for customer satisfaction and innovation.

Transformed antiquated Voice of Customer (VoC) program worldwide.

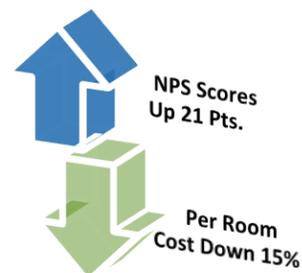
- Increased positive site scores 2X and online reputation reviews an average of 20% on Google, Yelp, and Trip Advisor through real-time survey tool and standard operating procedures (SOP) restructuring.
- Improved NPS overall customer satisfaction score 21 points from 2017 to 2019 (top box scores).
- Saved \$75K annually and maintained satisfaction/participation scores through restructured customer sweepstakes.
- Achieved 100% compliance through onsite visits to all 200 locations.

Unlocked new opportunities for improving customer satisfaction and loyalty through technology and automation.

- Reduced front-desk traffic during departure up to 45% enterprise-wide by partnering with Zingle to develop first-of-its-kind technology in hotel industry, allowing guests to check out via text.
- Strengthened guest arrival experience metrics 11 points YOY from 2017 to 2019 by digitizing and automating time-consuming, low-valued, front-desk tasks, as well as integrating existing efficiency-saving technology and guest apps.

Spearheaded development, design, and deployment of double-digit, cost-saving guest-room improvement project.

- Slashed per room cost 15% across all divisional parks, resorts, and gaming hotels through design and implementation of environmental sustainability messaging package. Grew guest bathroom amenities satisfaction scores 17 points within 12 months.





Vice President, Customer Experience (continued)



Turned around expensive, ineffective classroom-based training riddled with inconsistent messaging.

- Catapulted associate engagement and performance 2X by partnering with vendor to create cost-effective, online, gamification instruction for U.S. parks and resorts division; program expanded to Europe division following year.
- Realized 10-point improvement in overall service-quality audit scores within first year.
- Cut \$340K annually in onboarding costs across U.S. and Europe.

Chosen as leader and SME to establish, run, and/or manage critical corporate or divisional initiatives.

- Appointed to pivotal committee role charged with complete overhaul of brand standards, including gap analysis, competitive research, and A/B testing for all branded, independent, and government lodging classifications.
- Developed, ran, and managed corporate recognition and rewards program, including company's largest, twice yearly global performance competition with more than 60K eligible participants spanning 4 countries.
- Organized and co-managed all facets of annual, company 3-day Customer Service Conference with 900+ attendees.
- Mentored location-based, global middle management on mining and using data to improve guest satisfaction, efficiencies, and increase revenue streams, as well as science behind CX, customer acquisition, and customer loyalty.

San Diego Beach Hotel & Resort • San Diego, CA

May 2010 – July 2012

Director of Operations

A privately held, historic hotel, tourist attraction, dining, and special event venue with 680 rooms and up to 1700 employees seasonally.

Recruited to breathe new life into stagnant hotel, retail, parking, and attractions operations, as well as build sustainable, profitable business strategies, and increase customer satisfaction scores. Developed and managed \$11M annual budget. Overhauled staffing guidelines for 700+ regular and seasonal employees. Led team to first Award for Excellence in Service.

- Grew Tripadvisor overall rating from 3.4 to 4.3 stars within first year by restructuring hotel leadership, instituting new service KPI goals for all departments, and introducing incentive programs for all front-of-the-house associates.
- Sparked annual gross parking revenue growth 10% through automated kiosks and employee redeployment.



Prior Experience

- Waldorf Astoria Beverly Hills • Front Office Manager • Beverly Hills, CA
- The Plaza Hotel • Guest Services Manager • New York, NY
- The Walt Disney Company • Front Office Operations Intern • Anaheim, CA

Education

Master of Science in Recreation Administration and Hospitality | California State University | Long Beach, CA

Bachelor of Science in Business Administration (General Management) | Sacramento State University | Sacramento, CA

Certifications & Professional Development



- 2018, 2020 – Certified Customer Experience Professional
- 2018 – CX Management and Journey Mapping
- 2014 – Lean & Six Sigma Yellow Belt Certification

Endorsement



"TJ is one of those remarkable professionals who makes the complex and what seems impossible both achievable and fun. She stays ahead of trends always finding ways to implement cost-efficient ways to make customer experience top notch. Her teams love her. Customers love her. Our bottom line loves her!"

- Mel Bergdoll, Chief Operating Officer, Hospitality 123

TJ came to me with a strong love for global hospitality and customer experience, but with the COVID-19 pandemic her entire career and world was turned upside down, along with thousands of her colleagues who were also laid off. Her desire was to stay in hospitality, preferably hotels/resorts (thus the hotel graphic) but knew her opportunities were limited. She wanted 2 resumes - one that focused on hospitality and one that didn't scream hospitality for jobs in other industries (I created two resumes for her, the one seen here and another with global graphics – both with same color scheme). Because her entire career was in hospitality, that was a challenge all in of itself. To further make this a real challenge, she came to me as a referral from a client but was skeptical of resume writing services. I really had my work cut out for me.

TJ had been with the same company for 8 years with the same job title, but she was given additional, high-visibility responsibilities and promotions over that time. It was important I find a way to show she actually did get promoted and grew while with Hospitality 123. I used the circle graphic to highlight the fact that she did progress in her career even though the job title remained the same.

TJ really liked technology projects. Three of the sections in her most recent position focus on technology/automation and the successes she had in leading the projects, as does 1 of the 2 bullets in her last position. Two of the areas she realized most success from technology were increased satisfaction scores and cost reductions. The up and down arrow graphics point to those areas. The TripAdvisor graphic also highlights the huge impact she makes with customer satisfaction improvements.

She also had a knack for staying on top of trends and delivering award-winning ideas. The top of the resume focuses on these two areas. I included the Notable Clients graphic to showcase the high-visibility clients she worked with and put her awards at the top with her headline and tagline.

Another area that she shined is how much people loved working with her. She had such an amazing testimonial from her boss, the COO of Hospitality 123, had to find a place for it. It was so perfect – the last line is golden!

She had at least 10 interviews within 2 months after I delivered her resume to her and she got a great offer with one of the “Best of” companies on her local business journal list – not in hospitality.