

# Marcus T. Sterling

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## PROFESSIONAL SUMMARY

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Strategic Hospitality Revenue Manager with over 10 years of experience overseeing portfolio performance for high-end resorts. Proven track record of increasing RevPAR by 18% through advanced segmentation and predictive modeling. Expert in leveraging IDEAS G3 and Marriott OneYield to outpace market competitors and optimize multi-channel distribution.

## WORK EXPERIENCE

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### Director of Revenue Management | Fontainebleau Miami Beach | Miami Beach, FL

*Apr 2019 - Present*

- Spearheaded revenue strategy for a 1,504-room luxury resort, resulting in a record-breaking \$210M annual rooms revenue.
- Increased Average Daily Rate (ADR) by \$45 during peak season by implementing a tiered upgrade program and length-of-stay restrictions.
- Captured a 12% increase in Group RevPAR by developing a custom displacement model to evaluate high-value conference inquiries.
- Managed a team of 4 Revenue Analysts and oversaw the migration to a cloud-based Revenue Management System (RMS).
- Achieved a top-tier RGI (Revenue Generation Index) of 115.4 against a competitive set of 6 luxury beachfront properties.

### Senior Revenue Manager | Hilton Austin | Austin, TX

*Aug 2015 - Mar 2019*

- Managed pricing and inventory for 801 rooms, achieving a 98% occupancy rate during South by Southwest (SXSW) festivals.
- Boosted direct booking share by 15% through a coordinated campaign with the Digital Marketing team targeting loyalty members.
- Negotiated contract terms with major OTA partners to reduce aggregate commission expense by \$120,000 annually.
- Conducted deep-dive analysis into seasonal cancellations, reducing wash-factor error by 4% through improved forecasting accuracy.

### Cluster Revenue Manager | Omni Hotels & Resorts | Dallas, TX

*Jun 2012 - Jul 2015*

- Oversaw revenue operations for a portfolio of 3 mid-scale properties totaling 650 keys.
- Implemented a centralized reporting dashboard in Power BI that unified data from three different PMS versions.
- Identified an underserved 'Smalls Group' market segment that contributed an additional \$450,000 in off-peak revenue.
- Mentored 2 junior managers who were subsequently promoted to lead revenue roles within the organization.

## EDUCATION

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### Cornell University | Master of Management in Hospitality | Revenue Management & Finance

*Aug 2010 - May 2012*

### Pennsylvania State University | Bachelor of Science | Hotel, Restaurant, and Institutional Management

*Aug 2006 - May 2010*

## SKILLS

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IDEAS G3 / Duetto / Atomize, Opera PMS / SynXis / Sabre, Tableau / Power BI, Advanced Excel (VLOOKUP, Pivots, Macros), Google Analytics, Demand Forecasting, Price Elasticity Modeling, Channel Management, Market Segment Analysis, Competitive Benchmarking (STR Reports)

## CERTIFICATIONS

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Certified Hospitality Revenue Manager (CHRM) | American Hotel & Lodging Educational Institute (2016)  
Advanced Revenue Management Certification | Cornell University (2013)

## LANGUAGES

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English (Native)  
Spanish (Fluent)

## ACTIVITIES

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### **HSMAI Revenue Optimization Conference**

Regular attendee and occasional panelist discussing AI integration in pricing.

### **Volunteer Business Consultant**

Providing local non-profit hospitality venues with digital distribution advice.