



CONTACT ME

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HARD SKILLS

Asana
Chrome Dev Tools
CSS
Figma
Git
Gravit Designer
HTML
JavaScript
MS Office
SQL
Trello
Webflow
Wire framing

SOFT SKILLS

Active Listening
Active Questioning
Adaptable
Collaborative
Communicative
Curious
Integrity
Organized
Persistent
Self-Motivated

Whitney Koslik

WORK EXPERIENCE

Freelance Front-end Web Developer

ShedFit Strong

Remote

August 2020 - Present

- Collaborate with client to identify ShedFit brand positioning and goals.
- Redesign existing site utilizing the WordPress platform.

OutSmart Data

June 2020 - August 2020

- Develop and design responsive websites using HTML, CSS, and JavaScript.
- Prepare multiple wire frames and designs for clients' approval.
- Craft high impact brand images utilizing vector graphic design.

Hilton Worldwide

Sr. Manager, Hilton Honors Americas

McLean, VA

June 2019 - June 2020

- Built an application with off the shelf components designed to track the Hilton Honors global content calendar and strategy.
- Developed a team member engagement website utilizing an internal no code tool.
- Redesigned email series to onboard hotel team members into the Hilton Honors American Express Credit Card acquisition program.
- Collaborated with designers to create on-property marketing collateral.

Choice Hotels International

Program Manager, Upscale and

Rockville, MD

December 2017 - June 2019

International Loyalty Strategy

- Achieved redemption cost goal of 38 basis points across 6,300 hotels worldwide by gathering data from SQL database to craft new methodology around the redemption model.
- Collaborated with IT and International team to expand the loyalty program into 12 countries.
- Joined the Market Research and Upscale Brand Team to identify requirements for a new loyalty program.

Revenue Manager

February 2016 - December 2017

- Trained 40 new Revenue Managers in a satellite office in India sharing in-depth knowledge of brand systems and distribution strategies.
- Partnered with the Business Intelligence Team and Revenue Management team to enhance revenue management reporting and provide additional training to the Revenue Management Team.
- Evaluated and adjusted existing strategy for a \$24 million nationwide hotel portfolio by collaborating with hotel on-property teams.

Destination Hotels & Resorts

Performance Optimization Analyst

Washington, DC

July 2015 - December 2015

- Developed strategic initiatives designed to increase market share by increasing product diversity and utilizing lower-cost business channels.
- Provided root-cause analysis to identify and improve opportunities within the organization.
- Facilitated new training within the reservations department leading to an 11% increase in customer satisfaction.

Interstate Hotels & Resorts

Revenue Manager

Washington, DC

December 2014 - July 2015

- Analyzed existing revenue management strategy to increase optimal business mix by 4.8% year over year leading to lower operating costs.
- Created a detailed pyramid-style lead time report to achieve a forecast accuracy goal within +/-3%.

Additional Career History Available Upon Request

EDUCATION

University of Central Florida

B.S. Hospitality Management

Orlando, FL

December 2009

Codecademy

Web Development Certificate

Remote

July 2020