Whitney Koslik

CONTACT ME

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SKILLS

CSS
Figma
Git
Gravit Designer
HTML
JavaScript
SQL
Wire framing

WORK EXPERIENCE

Freelance Front-end Web Developer   **Remote**
ShedFit Strong   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   **McLean, VA**
Sr. Manager, Hilton Honors Americas   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   **Rockville, MD**
Program Manager, Upscale and   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   **Washington, DC**
Performance Optimization Analyst   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   **Washington, DC**
Revenue Manager   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   **Orlando, FL**
B.S. Hospitality Management   December 2009

Codecademy   **Remote**
Web Development Certificate   July 2020