

# ABBY AUTIN

## AREA DIRECTOR OF REVENUE MANAGEMENT

### PERSONAL PROFILE

Certified Scrum Master, Association for Computing Machinery (ACM) at University of New Orleans. Seasoned Revenue & Sales Director with over a decade of experience managing multi-property hotel groups across domestic & international markets.

#### EXPERIENCE

##### Area Director of Revenue & Sales

###### French Quarter Hotel Collection

Aug 2011 - Dec 2014

Increased ADR by 30%, led weekly strategy meeting with sales & executive team, managed and trained sales team, expanded into additional market segments, rebranded hotels following major renovations, created revenue forecasts & pacing reports for executive team, implemented inventory & pricing strategies, and maintained strong relationships with 3rd party partners.

##### Area Revenue Manager

###### New Orleans Boutique Hotels

Dec 2007 - Aug 2011

Managed & trained centralized reservations team, developed inventory & pricing strategies, managed rates & inventory across all distribution channels, captured incremental revenues, analyzed and projected future revenues, tracked & analyzed market trends, and created annual budgets with executive team. Also configured & trained all hotel staff on PMS system at each property.

#### EDUCATION & CERTIFICATION

##### University of New Orleans

###### Bachelor of Science in Computer Science & Accounting

August 2014 - May 2022 (expected)

3.79 GPA. President's List, Dean's List, Francine Foreman Women in STEM Scholarship recipient.

##### Scaled Agile, Inc.

###### Certified SAgile Scrum Master

Issued: December 2019

Acting as Project Manager, Scrum Masters use the project management principles of 'Scrum' to assist software development teams.

#### EXPERTISE

PMS configuration & training | revenue management | hotel branding | hotel management | sales strategy | forecasting | hotel statistics analysis | STR report analysis

#### VOLUNTEERING

Association for Computing Machinery, Women's Chapter (ACM-W)

###### Scrum Master

Sep 2020 - present

#### TELEPHONE

504-909-9808

#### LOCATION

New Orleans, LA

#### EMAIL

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