

# ALFORD NORTHCUTT

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## SKILLS

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**Technical** HTML, CSS, JavaScript, Ruby, IT Support, Git, PostgreSQL, MongoDB, Photoshop  
**General** Business Operations, Customer Service, Relationship Management, Communication, P&L, Metrics

## EXPERIENCE

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2016 | **Web Development Immersive Program** | General Assembly | Seattle, WA  
*Completed 12-week intensive coding accelerator to enhance and engrain fundamental web development skills and knowledge. Projects were designed to showcase full-stack applications with CRUD functionality and database integration. Throughout the course, Git was used for source control and best practices were emphasized via an agile environment using DRY coding, OOP, TDD, peer code reviews, and group collaboration.*

2004 – 2016 | **Co-Owner/Director of Operations** | Wapo Investments dba Holiday Inn Everett | Everett, WA  
*Led the purchase, renovation and daily operation of a 243 room, full-service, seven-story hotel to financial success through a challenging economic period. Oversaw the planning and launch of every business initiative from complete property renovation in 2004 to the successful sale of the profitable hotel in 2016.*

### Technical Support

- Provided day-to-day IT support for entire property, including managing the domain controller, email server, workstations, and network hardware.
- Acted as on-site systems expert for all front-of-house and back-of-house hardware and software applications.
- Implemented streamlined onboarding procedures to minimize technical orientation and training time.
- Optimized content, rate, and availability online for corporate branded sites and online travel agencies (OTAs).

### Business Operations, Customer Service, and Hospitality

- Managed financial performance, forecasts, budgets, P&L and strategic planning. 2016 budget was \$5.2M and 2015 total revenue was \$7.4M.
- Evaluated property needs to make immediate short-term repairs and upgrades as well as to plan large-scale renovations and improvement projects. For example, planned and executed \$275,000 renovation of the restaurant and bar in 2014 and \$50,000 upgrade of guest Wifi system in 2015.
- Monitored key performance indicators (KPIs) to determine areas for improved return on investment and to identify new areas of opportunity.
- Fostered a guest-first mentality to build lasting relationships, retain loyal customers, and increase repeat business. Implemented best practices to achieve and maintain elite overall guest satisfaction scores.
- Managed seven department heads who supervised up to 100 total team members during peak season.
- Oversaw sales and marketing team responsible for maximizing revenues via online sales, corporate enterprise accounts, mid-market accounts, government accounts, and group sales.
- Designed and executed a social media strategy to post fresh content and monitor/respond to guest feedback.
- Oversaw Food & Beverage (F&B) operations including on-site restaurant/bar as well as 11,000 square feet of event and meeting space.
- Directed operations for all other departments, including building maintenance, housekeeping, front desk, kitchen, and accounting.

## EDUCATION

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2004 | **Bachelor of Arts** | University of Washington | Seattle, WA