

# HOLLY ZOBA

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## EXECUTIVE-LEVEL BUSINESS DEVELOPMENT / FULL STACK DEVELOPER

Innovative, strategic and revenue-driven professional equipped with over 20 years of experience driving sales and increasing profit margins. Accomplished leader known for training, developing, and coaching talent as well as maintaining strong customer relationships, sourcing new business, and determining best-fit solutions for clients to increase bottom line. Expertly evaluate sales and marketing environment then offer new and unique solutions to meet client needs. Capable influencer known for managerial acumen, digital marketing expertise and strength in leadership, providing insight and clarity into complex issues as well as direct, common-sense solutions.

## CORE COMPETENCIES

Full Stack Developer • Business Planning • Digital /Social Marketing • Presentations • Customer Advocacy  
Marketing • Market Penetration • Communications Strategic Planning • Team Leadership • Negotiations •  
Entrepreneurship • P&L Accountability • JQuery • Javascript • CSS • Node.js • React.js • Mongo

## CAREER HISTORY

**Signature Worldwide** • Columbus, Ohio ..... 2010 to present  
Hospitality customer service training company with 250 employees.

**Senior Vice President, Hospitality Sales:** Provided strategic sales and product direction for the hospitality division of Signature Worldwide. Expanded market to include the casino industry.

- Provided leadership to sales and account managers responsible for growing and retaining clients. Achieved consistent increases in new business during a challenging time period for hotels.
- Sold custom casino training program to 70,000 employees of Caesar's Entertainment which resulted in the largest measurable increase in customer service scores in their history.
- Created a customer advocacy program and won the Top 25 Most Extraordinary Minds from HSMAI in 2014 for the program.
- Chair of the HSMAI Digital Marketing Advisory Council – 2016/17 and authored the Certified Hotel Digital Marketing study guide and test.

**Milestone Internet Marketing** • Santa Clara, California ..... 2007 to 2008  
Small business with approximately 50 employees providing Internet marketing to hotel industry.

**Director of Business Development–Central US:** Consulted with hotel marketing teams to develop new, cutting-edge strategies to capture business, including use of web design, email campaigns, blogs, and other social media. Expanded company successfully into high-end hotel chains, improving upon existing economy hotel market base through extensive leveraging of contacts built through networking, national speaking engagements, and major conference recognition.

- Exceeded \$1M first-year quota by improving average sale per client to \$17K, which was 42% increase.
- Obtained company's 1<sup>st</sup> sale to upscale hotel group, utilizing networking and key business contacts.

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**Signature Worldwide •** Columbus, Ohio ..... 2004 to 2007  
Hospitality customer service training company with 250 employees.

**National Sales Director:** Sold training packages to hospitality and hotel groups throughout Eastern region of US to national brands of hotels, including economy, mid-, and high-end hotels. Created new concepts and procedures in training based on analysis of market needs.

- Developed new training concept based on analysis of Smith Travel Research (STR) report, obtained endorsement from STR principals, and sold concept to IHG as brand training.
- Exceeded yearly sales goals while quota increased from \$750K to \$1.5M, attaining sales 25% higher than peers on average.

**Aurora Foundation •** Aurora, New York ..... 2003 to 2004  
Not-for-profit group to restore inns, restaurants, and shops of Aurora, New York; founded by Pleasant Rowland.

**Director of Marketing:** Developed marketing strategy to build interest in newly renovated and restored community of Aurora. Wrote and executed all ad and PR campaigns. Created and implemented consistent service strategies across multiple brands, including luxury inn, 4 restaurants, grocery store, and 2 B&B facilities. Managed all front desk, reservations, and catering staff for properties.

- Converted average nightly rate from \$75 to \$300 post-restoration through effective marketing that drew national exposure.

**North Perk •** Warren, Ohio ..... 2000 to 2003  
Single location coffee house and restaurant with 8 employees and more than \$350K in annual sales at its peak.

**Owner:** Opened small business; directed all aspects of day-to-day operations, including accounting, hiring, HR management, scheduling, purchasing, customer service, and inventory. Oversaw advertising campaign to increase market footprint.

- Attained \$250K in revenue in 1<sup>st</sup> year, gaining profitability by month 10. Increased sales additional 30% in 2<sup>nd</sup> year.

**Warrenpages •** Warren, Ohio ..... 1999 to 2010  
Small business providing Internet marketing consultancy for community website.

**Owner:** Generated websites for community clients, direct advertising efforts on Warrenpages main site, and drive interest to 75,000 monthly readers. Maintain and run all aspects of day-to-day business operations, including accounting, marketing, design, and taxation. Create local social media outlet, enabling community to post, write, and comment upon local issues.

- Competed with local newspaper for ad revenue within 1<sup>st</sup> year.
- Attained profitability in year 3, having obtained significant advertising revenue as well as alternate avenues of revenue growth.

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**Hospitality Partners •** Bethesda, Maryland ..... 1987 to 1999  
Hotel property management company with approximately 1,400 employees, annual sales over \$80M, and 15 hotels operated.

**Corporate Director of Sales and Marketing:** Led corporate front-of-house operations as well as sales and marketing efforts. . Directed customer service strategies for all hotels and employees. Conducted sales and marketing training, including direct mail and account management training. Managed P&L, staff training, and development for 5 hotels. Learned Visual Basic and wrote custom program to enable company to evaluate employee satisfaction

- Consistently beat forecast at all hotels on annual basis, while enjoying leadership scores in top 5% of company.
- Received *MCI/Inc. Magazine* Positive Performer Award for customer service concept implementation.
- Partnered with AOL and Digital Washington to create a social networking travel forum in the late 90's.

## EDUCATION AND ADDITIONAL TRAINING

### Bachelor of Arts in Political Science

Catholic University of America • Washington, DC

Executive Education & Sales Training from University of Virginia

Certified Hotel Digital Marketing – CHDM from HSMIAI, Hotel Sales and Marketing Association Intl

University of Arizona – Full Stack Developer Bootcamp (currently enrolled – April, 2018 anticipated completion  
Github: <https://github.com/boginis1>

## Awards and Recognition

HSMIAI Top 25 Most Extraordinary Minds in Sales and Marketing - 2015

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