



Surasak Chantaroton

Address: 449/33 Inthamara 47 Dindaeng Bangkok 10400
Email: oanoan_jazz@hotmail.com **Tel No.** +66 81 838 9288
Date of Birth 30 September 1976

PERSONAL STATEMENT (Summary)

Experiences in hotel industry over 15 years with leading hotel brands in Asia and America. Sales & Marketing professional with broad experience in all aspects of the discipline which includes providing strategic leadership, direction and strategies. Pre-opening of five different projects in Bangkok.

A flexible leadership style depending on business and cultural requirements with continually challenge and evolve my abilities in order to provide the best return to stakeholders.

With positive and can-do attitude, being motivated & developing myself for ever challenges opportunity or new assignment.

EDUCATION

Degree in Hotel and Tourism

Bangkok University (Thailand)

1995-1999

TRAINING AND CERTIFICATES

- Trainee in F&B Department at Royal City Hotel
March . May 1998
- Completed Fast Management Business Administrator at Kasetsart University
March . June 2005

EMPLOYMENT

Job title: Director of Sales and Marketing

Company name: Hotel Indigo Bangkok Wireless Road (IHG Hotel)

Location: Wireless Road Bangkok

Dates of employment: January 2016 to present

Job Responsibilities:

- Work from a management perspective all aspects of general hotel operations and participate in an overall rotation throughout all departments and finish with Sales & Marketing specialization
- Oversee hotel budget and to strive to meet the budget
- Prepares financial reports, budgets, progress reports and annual sales report for hotel owner with weekly presenting
- Work closely with General Manager to evaluate levels of guest satisfaction, monitor trends with a focus on continuous improvement
- Responsible for the profitability of Food and Beverage department of the hotel
- Initiated, developed and managed advertising plan both offline and online channels
- Revenue and Yield Management and Supervise Revenue Manager to reach the target budget, market trend
- Provide sales strategies and market intelligence to ensure the success of sales function

Key achievements:

- Ahead GOP budget (YTD) by 6.5%
- Growth in wholesales segment with 16% above budget (YTD)
- Improve trip advisor ranking from 60 to 46 of 815 hotels in Bangkok
- Korea market increased to be in top 5 of GEO source with room revenue of 3 Million (YTD)
- Implement upselling room and breakfast incentive program to front office and reservation to generate more revenue to the hotel

Job title: Director of Sales and Marketing

Company name: Rasa Hospitality Management and Consulting Co., Ltd.

Location: Phaholyothin Bangkok

Dates of employment: October 2014 to July 2015

Job Responsibilities:

- Oversee the budget of all the resorts and to strive to meet the budget
- Taking charge of team for cluster role to selling all resorts on the highest possible occupancy and the highest possible rates selling
- Serving as a business representative at major industry events, conferences, tradeshow, and expositions
- Prepares financial reports, budgets, progress reports and annual sales report for hotel owner with monthly presenting

- Work closely with Managing Director to evaluate levels of guest satisfaction, monitor trends with a focus on continuous improvement
- Initiated, developed and managed advertising plan both offline and online channels
- Revenue and Yield Management and Supervise Revenue Manager to reach the target budget, market trend
- Provide sales strategies and market intelligence to ensure the success of sales function

Key achievements:

- Negotiating with new hotel developer with confirmed sign new management agreements with the company
- Restructure company brand website
- Successful be in key partner brochure of 2015-2016
- Improve Chinese business for all resorts by 12%
- Awards World Luxury Hotel of 2015

Job title: Associate Director

Company name: Onyx Hospitality Group

Location: Wireless Road Bangkok

Dates of employment: January 2011 to September 2014

Job Responsibilities:

- Part of the initial startup team of the hotel, assisting DOSM to take care sales team. Including set up prospect client data base during pre-opening stage, coaching the team to make a professional sales call, hotel site inspection
- Developing sales strategy, tactics, plans and target accounts as pre-opening team
- Serving as a business representative at major industry events, conferences, tradeshow, and expositions
- Completed five times oversea sales call in Singapore
- Increasing market share and maximize new business development opportunities
- Enhance the relationships with key accounts including new companies
- Assist DOSM to complete for Business Plan, Rate Grid and Revenue Stream Report
- Develop new RFP accounts and local negotiate accounts of the hotel

Key achievements:

- Set up the luxury property from pilling stage to full operational completion
- Finished top three ranking in trip advisor after two years of opening
- Produced US Embassy production to be the number one account of the hotel

Job title: Assistant Director of Sales
Company name: Conrad Bangkok
Location: Wireless Road Bangkok
Dates of employment: April 2009 to January 2011

Job Responsibilities:

- In charged of Conrad Residence Bangkok renovated project, in term of creating overall sales strategies
- Generate and maintain major accounts and assigned segments through various sales activities (face to face sales calls, telephone calls, entertainment, sight inspections, etc.)
- Developing business with new and existing accounts and expanding market share.
- Proactive selling, taking action to go out, get clients and close sales
- Increasing market share and maximize new business development opportunities
- Enhance the relationships with key accounts including new companies

Key achievements:

- Successfully establishes and adjusts selling price by monitoring competition and supply & demand of the hotel
- Managed all state visits for high-ranking delegations

Job title: Assistant Director of Sales
Company name: Mayfair Marriott Bangkok
Location: Langsuan Road Bangkok
Dates of employment: April 2007 to April 2009

Job Responsibilities:

- Lead Sales & Marketing function. The main objectives is to meet monthly and yearly yield to date.
- Responsible for the supervision and management of Sales & Marketing team.
- Making decisions and solving problems - Analyzing information and evaluating results to choose the best solution and solve problems.
- Generate and maintain major accounts and assigned segments through various sales activities (face to face sales calls, telephone calls, entertainment, sight inspections, etc.)
- Developing business with new and existing accounts and expanding market share.
- Proactive selling, taking action to go out, get clients and close sales
- Increasing market share and maximize new business development opportunities
- Enhance the relationships with key accounts including new companies

Key achievements:

- Secured Cobra Gold Military Exercises for 2007 and 2008
- Promoted from Senior Sales Manager to Assistant Director of Sales after eight months of service

Job title: Sales Manager

Company name: The Ascott Limited

Location: Sukhumvit Road Bangkok

Dates of employment: May 2003 to April 2007

Job Responsibilities:

- Generate and maintain major accounts and assigned segments through various sales activities (face to face sales calls, telephone calls, entertainment, sight inspections, etc.)
- Developing business with new and existing accounts and expanding market share
- Attends major corporate functions (For example Chamber of commerce events)
- Proactive selling, taking action to go out, get clients and close sales
- Enhance the relationships with key accounts including new companies

Key achievements:

- Part of pre-opening team of new Ascott, Somerset and Citadines in Bangkok
- Promoted from Assistant Sales Manager to Sales Manager after four months of service

KEY SKILLS & ENDOSEMENTS

-
- Key Account Management and Sales Operations
 - Leadership
 - Communication
 - Teamwork
 - Planning and Organizing
 - Initiative and Creativity
 - Creativity and Enthusiasm

PERSONAL INTERESTS

- Travel, Cooking, Singing & Listening to music , Socializing with friends and family

REFERENCES

Wijarana Satasook

Marketing Communication Director of Renaissance Bangkok

Email: wijarana@yahoo.com **Tel No.** +66 81 900 8895