**LA DONA R. CANEVARO**

**415.992.1252 or ladona@hotelknot.com**

**SUMMARY**

Results-driven with expertise in achieving business goals by developing sales strategies that meet short and long-range revenue targets. Skilled at creating well developed actionable business plans to grow market share. Solid history in team building, business development and sales success, responsible for multi-million dollar budgets to project management of new hotel openings, luxury, flagged and independent. Strong understanding of Major Domestic & International Markets, New York, London, Paris, Dublin, Los Angeles, San Francisco & the Pacific Northwest - with long lasting relationships with key decision makers. Knowledgeable in creating Marketing Plans, Business Plans, Revenue Management Strategies. Experienced in: Consorita/TMC, FIT/Wholesale, Group, Business Travel contracting, pricing models, branding and re- concepting, website and mobile app development, SEO/SEM, advertising and collateral development, ROI analysis, copywriting and Public Relations.

**Hotel Knot – Consulting – (October 2014 – Present)**

**Founder & Chief Connections Officer**

**Startups** - Hotel Knot makes the introduction, presents your solution and closes the deal.  We also provide insight, best practices and insider info on approaching the Hospitality Industry.

**Hotels**- Hotel Knot brings you innovative software solutions direct; we also uncover, advise and facilitate the best marketing opportunities for your property.  Serve your guests, increase revenues and ease team demands***.***

**Clients:** Travelnuts, Inc., Badge.co & BLLA.org

**The Riverhouse Hotel & Convention Center – (January 2013 – September 2014)**

**Director of Sales & Marketing**

 Responsible for leading the remote sales team and achieving the shared goal of $3.6 Million annually, personally responsible for $800k in revenue

 Increased Convention Center revenue by 9% within the first year

 Established new revenue strategies to increase ADR by addressing market mix – YOY growth in revenue over $200k

**Creative Dilemma – (January 2012 – January 2013)**

**Co-Owner / Creator**

 Developed Business & Marketing Plan to build partnerships with Hotels, Resorts & other Lifestyle Brands

 Lead Business Development for a start up Marketing Agency focused on integrated Marketing, utilizing Mobile, Social & Collateral Development

**JRK Hotel Group – Villa Florence Hotel (November 2011 – January 2012)**

**Interim Director of Sales & Marketing – Property transition due to Sale**

 Smoothly transitioned sales personnel and instituted a training outline focused on motivating team to achieve maximum growth in revenues

 Developed Business & Marketing Plan to increase revenues based upon new ownership expectations

 Owned responsibility for all Public Relations, Business Development and Marketing efforts for relaunch

**Larkspur Hotels & Restaurants – Hotel Abri, Villa Florence Hotel & Larkspur Hotel Union Square (October 2010 – October 2011) – All Property’s Sold**

**Regional Director of Sales & Marketing**

 Successfully built a dynamic team of Directors & Sales Managers who each individually achieved personal goals vs. budget while actively managing a personal portfolio of Key Accounts valued at $2.2 Million

 Worked closely with all General Manager’s to ensure buy in and tracking capabilities of all Sales Initiatives, Marketing opportunities and group & transient results – Monthly report out on P&L calls

 Focused on Revenue Strategies by market mix allowing for more profitable mix of business – achieving better financial results for all underperforming properties

**Hotel Adagio – 171 Rooms (November 2004 – October 2010)**

**Director of Sales & Marketing**

 Personally responsible for Annual Rooms Revenue goal of $1.6 million

 Successfully hired, managed and trained Sales Team and achieved multi-million

dollar annual budgeted rooms revenue in 2004 through 2010

 Ongoing development of successful Advertising, PR and Marketing campaigns

 Solicitation and Account Management for an active account base of 75+ accounts

valued at over $7 million to JDV Hotels – Developed Corporate Strategy Team

**Hotel Majestic – (November 2002 – November 2004)**

**Director of Sales & Marketing**

 Owned responsibility for Yield Management, Marketing Strategies, Sales Efforts and Revenue Goals

 Designed Strategic Plan to Increase market share over competitive set while Increasing ADR

 Successfully Trained and Mentored support staff while maintaining Accountability of the IT market – concentrating efforts in New York and Los Angeles

**Pacific & Caribbean Hotel Group, LLC – 4 Properties (March 1999 – October 2001) Vice President of Sales – El Drisco Hotel, Hotel Griffon, Windermere Island Resort and Downtown Athletic Club**

 Facilitated all Marketing and Advertising for 4 properties, including print ads, magazine/trade publications and all e-Commerce sites

 Responsible for Sales Training including Selling Tactics, Market Segmentation Analysis, Monthly & Annual Budgets and Individual Goals

 Created individual Marketing Plans for all properties ranging from Corporate, Leisure, Resort and 2 Star

**Hotel Griffon – 62 Rooms**

**Director of Sales**

 Negotiated Key Corporate Accounts on both National and Local levels

 Developed Strategic Sales Plan enabling hotel to increase performance over budget

by 38%

 Implemented aggressive Outside Sales Call efforts for self and support staff

**Mark Hopkins Hotel – 390 Rooms (1995 –1999) National Sales Manager**

 Targeted Key Accounts in Northern California, Oregon, Washington and Western Canada – Handling Incentive, Corporate Group and Wholesale Group

 Consistently exceeded monthly Goals – Standard goal consisted of 1340 room nights per month at an average rate of $175; revenue goal of $234,500 per month

 Developed Marketing Plan specific to Wholesale, FIT and Tour Operators in Western Region, increased market share of targeted region by 44%

**Hyatt Hotels Corporate – (1988 –1994)**

**Hyatt Regency Monterey, Hyatt Regency SF, Grand Hyatt SF, Park Hyatt SF, Hyatt Fisherman’s Wharf, Hyatt Regency SFO**

 Owned responsibility for $1.8 million in rooms revenue annually ($152K per month) – Hyatt Regency Monterey concentrating on Corporate/Incentive Group business

 Generated $3.5 million in revenue (1st year) by consistently exceeding quota selling Hyatt Hotels SF (5 properties) focusing on Corporate IT business

 Achieved Travel Industry and Transient Production totaling 72% of hotel sales (1st year) equaling $1.6 million – Hyatt at Fisherman’s Wharf (Opening Team)

 Oversaw administrative staff, designed office policy and procedures, liaison for pre- opening Corporate Division Heads and General Manager – Park Hyatt SF (Opening Team)

**SALES TRAINING**

 **Certificate of Completion – The Counselor Sales Person – Wilson Learning**

 **Certificate of Completion – Spin Selling I and II**

**Executive Board Member – Treasurer at** [**VisitBend.com**](http://www.visitbend.com/About-Us/Board-of-Directors/La_Dona_Canevaro#http://www.visitbend.com/About-Us/Board-of-Directors/La_Dona_Canevaro)

**REFERENCES AVAILABLE UPON REQUEST**