

John T. Kaplanis

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SUMMARY:

Graduate of the University of California, San Diego Full Stack Web Development Boot Camp with skills leveraging HTML, CSS, JavaScript, React.js, MongoDB, and Node.js. I am a driven, detail oriented programmer with a passion for problem solving, collaboration, and learning.

EXPERIENCE:

VP, Client Experience — Charter Flight Group *San Diego, CA*

Sept 2018 - Present

- Developed strategy for calling on lapsed business opportunities starting as the sole Business Development Rep making 100-120 calls daily and growing this number by leading a team of 3 BDR's.
- Increased customer retention rate from 5% to 11% during 2019 fiscal year.
- Managed CRM (Close.io): provided reports to senior leadership on sales outreach efforts, created smartviews, managed lead input and account ownership.
- Responsible for developing innovative programs with the goal of increasing customer retention and brand awareness.
- Created client feedback process, increasing 5-star Google Reviews and identifying areas for improvement.
- Formed mutually beneficial partnerships with complementary luxury brands through co-hosted events, referral programs, and co-branded marketing efforts.
- Created email campaigns via Hubspot to drive leads to sales funnel, qualify prospects, and build client travel profiles. Created engaging collateral to showcase our offerings in a digestible format to enable the sales team. Designed and deployed physical mailers targeting specific regions to meet our demographic.

Channel Manager — iboss Cybersecurity *San Diego, CA*

Aug 2016 - Sept 2018

- Responsible for managing channel program at a fast growing SaaS company.
- Prospected and signed new partners while nurturing existing relationships through training, conflict resolution, creation and execution of incentive programs.
- Focussed efforts on K12, State & Local Gov, and Commercial markets in North America.
- Served as a connector between the territory sales reps and top performing channel partners to ensure success by building cohesive relationships.
- Grew channel program from 22 to 31 active partners during tenure.
- Saw an overall increase in partner performance resulting in 4 partners moving from Silver to Gold tier and 2 moving from Gold to Platinum.

Front Office Manager — Hilton Bayfront San Diego, CA

Nov 2015 - Aug 2016

- Responsible for room inventory management of 1190 rooms and the overall operation of the hotels front office including front desk agents, concierge, and bellmen.
- Trained front office on guest services, check in and out process, Hilton loyalty program, conflict resolution, and daily billing procedures.
- Coached frontline team members on upsell techniques in an effort to increase top-line revenue.
- Monitored and tasked to improve service scores through increasing positive guest surveys and tripadvisor reviews.

Rock Royalty Agent — Hard Rock Hotel San Diego, CA

April 2013 - Nov 2015

- Rolled out the red carpet for all hotel VIP's from delivering a premium check-in experience and serving drinks in the Rock Royalty Lounge to producing financial insight into suite performance for condo owners, including details of monthly revenue statements and reserve accounts.
- Served as the liaison between the hotel and over 700 hotel condo owners, managing all owner relations and requests.
- Upsold hundreds of rooms and amenities every month to financially benefit the hotel.
- Prepared and presented hotel's VIP arrivals report at daily department head meeting.
- Built and maintained mutually beneficial relationships with key players in the San Diego tourism industry; including but not limited to restaurants, local attractions, nightclubs, transportation, and tour operators.

Operations Associate — Creation Technologies San Jose, CA

June 2010 - April 2013

- Managed all aspects of a major data storage account for a team servicing a high volume product.
- Created and executed projects to ensure a smooth sale and delivery for all accounts.
- Worked collaboratively to design an innovative process to receive, inspect, test, and store over \$2 million worth of consignment inventory.
- Developed a timescale breakdown, detailing every aspect of a hard drive upgrade process to ensure accurate billing.
- Organized and tested materials to prepare for customer orders, assisting customers with demand forecasting, and analyzing data for failure analysis reports.

EDUCATION:

University of California, Santa Cruz — B.A., Business Management Economics. Minor in Information Systems and Technology Management.

Fall 2007 - Spring 2011