

# Kyle Mann

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## Skills

### Advanced

HTML  
CSS

### Proficient

Git Hub  
Photoshop  
Illustrator  
Sketch  
Usability Testing

### Familiar

Javascript  
jQuery  
Git  
SASS

## Education

### Certificate

in User Experience and  
Customer-Centered Design  
California State University  
Fullerton

### Bachelor of Science

in Human Services  
Springfield College

## Experience

### Freelance Web Designer | Washington DC – San Diego, CA

**August 2014-Present**

*Duties:* Design, develop, and deploy responsive and user-friendly websites using HTML, CSS, and a text editor that met web standards and exceeded customer expectations. Partnered with clients to increase search engine optimization and designed branding styles.

► Please see kyle-mann.com for specific case studies, web design, graphic design and a usability study.

### Executive Meeting Manager, at Doyle Collection | Washington DC

**May 2013-August 2014**

*Duties:* Responsible for meeting and exceeding a \$1.85 million annual revenue budget, servicing customer needs, maintaining accounts, leading the events/banquet team, and partnering with both the General Manager and the Director of Sales to create and implement a highly successful quarterly marketing plan.

*Accomplishments:* ► Lead, developed and taught a sales/marketing class at the specific request of the Director of Sales and Marketing, this became part of the firm's intern training program. ► After analyzing the corporate web site, volunteered to help the web committee to enhance its presence. Gaining guest and manager feedback the company website was substantially enhanced; this included conducting usability testing, and resolving issues to increased guest satisfaction and usability.

### Area Service Manager, at Kimpton Hotels | Washington DC

**May 2012-May 2013**

*Duties:* Oversaw and managed the group and event accounts at four DC area hotel and restaurant properties. This required extensive work as an intermediary between the sales, marketing, revenue, operations, and the clients to ensure guest satisfaction.

*Accomplishments:* ► Significantly increased event catering revenue, by finding new markets - for instance established "Hotel Topaz" as a wedding destination for the LGBT community. ► Partnered with the firm's management to set attractive daily group rates and marketing sales pricing; this included revenue forecasting and analyzing future business for stakeholder reporting.

### Sales and Marketing Manager, at Kimpton Hotels | San Diego, CA

**June 2010-May 2012**

*Duties:* Recruited and managed all new and existing customer accounts; oversaw and exceeded quarterly budget goals averaging revenue of \$360,000. This required exceeding the customary average rate of \$152/night used for business travel.

*Accomplishments:* ► Delivered an increased average business travel rate of \$184 YOY, compared to the budgeted forecast of \$152. ► Increased revenue through partnerships and new business through community involvement, including East Village Association Business Committee and numerous other community business partnerships. ► Developed and spearheaded innovative marketing events to promote the Hotel; for example, organized a monthly art show, featuring local artist work, as part of a new marketing campaign: "Living Like a Local".

### Communication Specialist, at Primary Provider MGT | San Diego, CA

**May 2009-May 2010**

*Duties:* Established and maintained new and more efficient workflow policies and office procedures to ensure that communications and directives initiated by the Administrative Manager, Vice Presidents and Managers were completed in a timely fashion. Assisted in establishing a comprehensive case management organization, in accordance with the State of California public health plans for the needs of patients within the corporate network.

*Accomplishments:* ► Streamlined all incoming workflow to maximize speed and customer turnaround by establishing daily checklists and accountability. ► Met and exceeded all budget goals by finding more cost efficient vendors and eliminating costly and inefficient workflows.