

Stephanie L. Miller

(615) 887.3187 • stephanie.miller887@gmail.com • Denver, CO

PROFESSIONAL EXPERIENCE

Sage Hospitality Group Denver, CO

Digital Marketing Manager

December 2019 – Present

- Oversee digital strategy for 25 Hilton, Marriott and IHG properties
- Analyze property performance for actionable insights to maximize revenue through search engine optimization, PPC, display re-marketing, online channel distribution and social media
- Support and coordinate content development needs, photoshoots and website builds
- Partner with hotel leadership teams, digital agencies and other third-party vendors to optimize strategic relationships

Red Lion Hotels Corporation Denver, CO

Manager, Revenue Management Services

July 2019 – November 2019

- Developed strategies and tactics to support profitable growth for portfolio of 10 franchised hotels by managing inventory, room rates and promotions, while considering individual market mix, competitive sets, demand drivers and market conditions
- Led bi-weekly property performance calls with hotel owners, general managers and sales directors

Analyst, Revenue Strategy

July 2018 – July 2019

- Supported Regional Revenue Management Director and 14 properties (with 1,700 total rooms) generating \$22 million / year
- Prepared and analyzed strategy reports, adjusted rates, launched promotions and ensured rate parity across all channels
- Managed STR data and requests for more than 1,300 participating Red Lion properties
- ⇒ **Increased 2018 RevPAR Index by 10.8%**; Identified patterns of excessive same-day cancellations and adjusted overbooking strategy and improved channel management
- ⇒ **Grew 2018 occupancy by 21.5%, while increasing RevPAR index by 18.1%**; Despite long-term guest-impacting challenges and pending renovations, adjusted rate strategy to drive occupancy and maintain market share

MP&A Digital & Advertising, Williamsburg, VA

A full-service marketing agency that leads communication efforts for independent luxury resorts

Account Executive

September 2015 – June 2018

- Managed day-to-day client projects, coordinated internal support and maintained positive relationships with third-party partners
- Created and executed email marketing campaigns that incorporated segmented distribution lists and A/B tests
- Wrote copy for e-newsletters, blogs, promotional emails, landing pages, print and display ads
- Managed content, targeting and creative testing across seven channels for both organic and paid social media
- ⇒ **Increased room nights by 24% for luxury Caribbean resort** by creating unique pricing strategy and implementing guest loyalty program

Walt Disney World® Resort, Orlando, FL

Communications, Parks & Lodging Line of Business

November 2014 – June 2015

EDUCATION

Temple University

December 2018

Master of Business Administration

- Concentration: Marketing

Auburn University, Auburn, AL

May 2014

Bachelor of Arts Public Relations

- Minor: Business; Graduated Magna Cum Laude

SKILLS & ACCOMPLISHMENTS

- Published as [guest author](#) for B2C communication on HotelExecutive.com
- Google Analytics
- Microsoft Word, Excel, Outlook & PowerPoint
- CRM Systems: NAVIS, ZDirect, Constant Contact
- Adobe Dreamweaver & Photoshop
- Completed Ecole hôtelière de Lausanne's Advance Certification courses in High Performance Distribution Strategy and Revenue Management