

RONALD J. WALLACH

Bethesda, Maryland 20814 ♦ 202.957.1928 ♦ jaystter@gmail.com ♦ www.linkedin.com/in/ronwallach

Hands-on hospitality marketing professional with over 25 years' experience helping top company leaders make sound business decisions and grow revenue. Successfully boosted post-pandemic paid revenue by double-digit percentages within two years. Exceptional command of skills and proficiency in both online and traditional marketing communication to build industry awareness. Adept at seamlessly navigating the critical interface between marketing and sales to implement strategies that increase digital marketing presence and drive sales growth. **Areas of expertise include:**

- Marketing Strategies and Implementation
- Business Plan Development and Execution
- Internal/External Stakeholders Collaboration
- Training and Coaching End Users
- Social Media Engagement
- Paid Media Optimization
- Powerful Collateral Design
- Impactful Executive Presentations

MARKETING CAPABILITIES HIGHLIGHTS

- ◉ Skilled in **developing and executing business plans and successful market strategies** that positively impact online sales growth. Managed marketing initiative budgets with combined annual marketing budgets of \$400K – \$700K.
- ◉ Proficient at **optimizing paid media** (e.g. Google Hotel Ads, Google AdWords, TripAdvisor, Expedia TravelAds). Increased hotels revenue from \$300K to \$1.1M in three years. Experienced at using the Koddi platform.
- ◉ Experienced in managing both internal and external partners such as paid media and social media vendors, digital consultants, and brand and legal teams.
- ◉ Adept at working in a **project management environment** to ensure that all deadlines are met while forging relationships with both internal and external customers, seeking out new marketing opportunities, and adhering to a strict project budget. Projects included new brand initiatives, hotel renovations, major activations, collateral redesign, and social media.
- ◉ Capable of **managing multiple websites** across various brands and hotel management companies, including content development, Search Engine Marketing, and performance measurement. Majority of hotels in portfolio maintained a first or second placement among SEO competitive set. Optimized keyword performance resulting in page 1-3 visibility percentage improving on average by 5% MoM via keyword updates and content refreshes.

ADDITIONAL ACHIEVEMENTS

- ◉ Knowledge expert on **compliance across multiple brand standards**, including Marriott, Sheraton, Westin, Courtyard, SpringHill Suites, Residence Inn, TownePlace Suites, Aloft, Hilton, AC Hotels, Hyatt, Radisson, and Choice Hotels International.
- ◉ Proficient in developing and executing effective **email marketing communication** campaigns including determining goals, target audiences, messaging, timing and offers. Open rates exceeded industry standards of 1.8% click through rate by 2%.
- ◉ Accomplished at representing the **Intermediary Marketing Department** in monthly presentations to new associates and ownership as subject matter expert on Worldwide Sales Market Segments for Choice Hotels International.
- ◉ Possesses **aptitude for creative design**, resulting in development of digital newsletters that ultimately translated into a permanent quarterly online publication. Oversight of copy, layout, and nationwide communication of eight quarterly publications to a variety of key market segments.
- ◉ Wrote and distributed **dynamic press releases** on a variety of topics for multiple brands, resulting in 3 million impressions quarterly (and online pick up).
- ◉ Ensured company standards compliance across all Intermediary Marketing and hotel property advertisements, including logo usage, legal, and design standards. Creates **effective, cost-efficient advertising** that meets corporate guidelines while reaching target audiences.
- ◉ **Hands-on brand growth experience** through direct participation in Choice Hotels Mainstay Suites' brand growth initiatives from 1998 to 2000; provided sales support for seventeen new-construction properties of the thirty-two total MainStay Suites at that time. Designed and implemented the first annual MainStay Suites Reservations Day.
- ◉ Recognized travel industry leader with experience at tradeshow, **providing the "hotel perspective" as a guest speaker** at ABA Marketplace, HSMIAI, WATTS, and Washington DC Convention Bureau meetings and seminars.

EXPERIENCE

Marriott International Senior Marketing Manager Field Marketing Account Manager	July 2017 to February 2024 December 2020 to February 2024 July 2017 to December 2020
Crescent Hotels & Resorts Area Digital Strategy & Communication Manager	April 2014 to July 2017
Coakley & Williams Hotel Management Company Corporate Director of Sales & Marketing Director of Sales & Marketing	October 2010 to April 2014 April 2011 to April 2014 October 2010 to April 2011
B.F. Saul Company-Hotel Division Corporate Director of Marketing	May 2007 to June 2008
Encore Marketing International Manager, Client Services	July 2004 to May 2007
Choice Hotels International Marketing Manager Sales Support Director	February 1998 to April 2003 April 2001 to April 2003 February 1998 to April 2000

ADDITIONAL EXPERIENCE

Hyatt Hotels of Washington, DC, International Sales Manager
Washington DC Renaissance Hotel, Director of Travel Industry Sales
Washington Plaza Hotel, Travel Industry Sales Manager

ACHIEVEMENTS

Volunteer 30 pin: Smithsonian Institution
Ace Award: Choice Hotels International
Salesperson of the Quarter: Renaissance Hotels North America
Certified Hotel Sales Executive: HSMAI designation
Certified Tour Professional: NTA designation
President's Award: HSMAI Washington, DC Chapter

AFFILIATIONS

Hospitality Sales and Marketing Association Washington, DC Chapter (HSMAI)	Vice President
Washington Area Tour & Travel Sales Association (WATTS)	Co-Founder
American Bus Association (ABA)	Education Committee
National Tour Association (NTA) & Travel Industry Association (TIA)	Active Member
Washington, DC Convention & Visitors Association (WCVA)	Tourism Committee
Society of Government Meeting Planners (SGMP)	National Treasurer

EDUCATION

Master's in General Administration University of Maryland Major: Hotel and Restaurant Administration	Bachelor of Science University of Denver Major: Hotel & Restaurant Management	Magic Kingdom College Walt Disney World College Internship
--	---	---