

NATALIE JESTER

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EDUCATION

W. P. Carey School of Business at Arizona State University

2017-2021 | 3.82 GPA | *Summa Cum Laude*

BACHELOR OF SCIENCE

Marketing (*Digital and Integrated Communications*)

BACHELOR OF ARTS

Business Tourism

Organizations: Tourism Student Association, American Marketing Association, Student Alumni Association, ASU Sport Clubs, Leaders Academy (Top 15% of students)

Awards: New American University Scholarship, Bissel Pohl Marketing Scholarship, C.R. Krimminger Scholarship, W. P. Carey Alumni Chapter Scholarship

SKILLS

- Mastery of Microsoft Office
- Google Suite Proficiency
- Adobe Creative Cloud Certification
- PMS Systems: Lightspeed, MARSHA, FOSSE
- Social Media Platforms (Instagram, Facebook, TikTok, YouTube, LinkedIn)
- Public Speaking
- Leadership Development
- Time Management
- Communication (Verbal and Nonverbal)
- Attention to Detail

EXPERIENCE

ROOM OPERATIONS VOYAGER

The Phoenician, A Luxury Collection Resort | Marriott International

Jan 2022 - Present

- Led pilot program for updated Empower GXP Guest Planning Screen by creating cases to anticipate guest needs and celebrating loyalty by sending amenities, which increased Intent to Recommend scores from 64.5 to 67.8 and staff service from 72.6 to 76.7
- Created and presented a front office training program "Bootcamp" to polish 50 associates' technical skills by streamlining processes and delivering content in a fun and engaging way which led to increased team morale and efficiency in day-to-day operations
- Developed systems for fellow managers to track associate attendance and labor performance by designing simple but automated spreadsheets that led to meeting and exceeding department productivity goals

GUEST EXPERIENCE EXPERT INTERN (SPA)

The St. Regis Aspen Resort - Remède Spa | Marriott International

Nov 2020 - Apr 2021

- Earned "Top Seller Award" through increasing spa service and merchandise revenue by ~\$40,000 via the effective arrangement of retail displays, efficient booking of appointments, and upselling products to guests
- Maintained professionalism and confidentiality to prestigious and high-profile guests by ensuring customer satisfaction through Forbes Travel Guide's Spa Standards consistent with Remede's current 5-star rating
- Assisted guests upon arrival and anticipated their needs throughout the check-in, amenity usage, and the checkout processes while upselling guests through treatment upgrades and retail purchase

EVENT CONCIERGE INTERN

Renaissance Orlando at SeaWorld® | Marriott International

May 2020

- *Internship program was canceled due to the COVID-19 pandemic*

OPERATIONS INTERN

Courtyard by Marriott Philadelphia | Marriott International

May 2019 - Aug 2019

- Improved customer satisfaction scores by synthesizing post stay surveys and organized feedback data to make enhancements to daily operations in each department
- Demonstrated flexibility by cross-training in multiple departments including front office, food + beverage operations, bartending, barista, laundry, basic engineering, and housekeeping while managing multiple tasks at a time
- Exhibited strong written and verbal communication skills through answering phones, email, and face to face contact