

Steven W Rodriguez
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PROFESSIONAL OBJECTIVE

Utilizing my experience in management, sales/marketing, community leadership and strategic planning/development to add value to a success-oriented, growth-focused organization

QUALIFICATIONS

Management experience: business model/budget development; staff recruitment, training and supervision; payroll/benefits; accounts receivables/payables; general management and administration

Sales/Marketing experience: consumer shows, travel agent sales blitzes, reservation center training, international sales calls, familiarization tours, wholesale/fit contracting, revenue management, web site design, search engine optimization, email campaigns, direct mail, brochure design and development

Community Leadership experience: board member of Clearwater Regional Chamber of Commerce, immediate past chairman and board member of Florida Superior Small Lodging Association, immediate past chairman and board member of Pinellas county Superior Small Lodging Association, vice-chairman of Condo Alliance of Florida's Beach, past chairman and board member of Tampa Bay Beaches Chamber of Commerce, past chairman of tourism committee for TBBCoC, member of CCRCoC Convention Center Task Force, past chairman of Treasure Island Hotel/Motel Association, participant in Visit St Pete/Clearwater tourism committee, CCRCoC tourism committee, SKAL International, FRLA, Florida Huddle, Pow Wow, Governor's Conference on Tourism and Visit Florida.

OTHER CONTRIBUTIONS (CIVIC, CAREER AWARDS, OTHER RECOGNITION)

Finalist, Tampa Bay CEO of the Year 2008
Industry Leader Profile award for Hospitality Industry Association 2007
Florida Employer Advisory Council of the Year, both state and national levels
Leadership Plant City
Manager of the Year, Holiday Inn and Conference Center, Plant City
Various Achievement, Specialized Hospitality and Management Training Certificates

EMPLOYMENT HISTORY

Vice President

2011-Present

Florida Lifestyle Vacation Rentals

Overall operations of Property Management Company. Marketing over 150 vacation rentals. Owner and Guest liaison, contracting with top tour operators, travel agents and travel planners. Developing marketing plan to increase revenues year after year. Hiring and Training, Increased revenue by 63% in three years.

Consultant

2010-Present

SWR and Associates

Scope of work involves contracting with businesses desiring to increase revenue by initiating marketing campaigns and planning special events. This is accomplished by utilizing my experience with event planning and implementation, social media, target marketing, revenue management and fundraisers. My strong relations and resources in the area afford my clients great exposure in the business community.

Director, Sales and Marketing

2009-2010

Postcard Inn on the Beach

Responsibilities included complete start-up and rebranding of a new property including all revenue management, wholesale agreements, advertising, budgeting, familiarization tours, local events to promote property including ribbon cutting, grand opening, media, Property was in top 5 of all hotels in area (over 150) for Travelocity, Expedia, Hotels.com, Hotwire and Priceline after being opened for just two months through proper revenue management. \$700K+ of special events booked in first five months of operations. Position ended with new management company bringing in its own management team.

President

2006-2009

Condos by Sirata, Inc.

Developing and implementing a condominium vacation rental division in cooperation and partnership with Sirata Beach Resort and Conference Center. I was responsible for all facets of running the business.

Director of Operations

1999-2006

Travel Resort Services, Inc.

Position involved overall management and development of vacation rental division and staff. Increased profits year after year over 500% (1999 vs. 2006) and more than 600 vacation properties added during tenure.

Operations Controller

1996-1999

Sirata Beach Resort and Conference Center.

Responsibilities included accounting operations in relationship to various departments which included front desk staff oversight, night auditor reporting and management.

General Manager

1990-1996

Island Inn

Position involved overall management and supervision of a 95 unit condominium hotel including staffing, marketing, web/brochure design, contracting and revenue management.