



# JILLIAN HOLLYWOOD, MBA

Seasoned, Accomplished, and Metrics-Driven Professional

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## WORK EXPERIENCE

### LOCAL OPERATIONS MANAGER

#### **Vacasa, LLC**

- Responsible for the management of a rotating portfolio of vacation rental homes, upwards of 50, in regards to maintenance, revenue, including P&L, as well as directly overseeing the ongoing daily operational management of rentals, housekeeping, guests & homeowner satisfaction.
- Identified operational inefficiencies and created successful ways to streamline local processes as a means to reduce costs, and improve overall company metrics.
- Monitor employee productivity and optimize operational efforts, as well as implementing new training procedures as a means to improve the overall guest and homeowner experience. Consistently meet or exceed goals specific to housekeeping efficiency, owner satisfaction, retention, revenue, and reducing overhead territory costs.

### DIRECTOR OF OWNER SERVICES & HOUSEKEEPING

#### **Island Vacation Properties on Anna Maria Island**

- Schedule all rental property cleanings, turnovers, maintenance reports, as well as other possible services needed to successfully oversee IVP's rental portfolio. Frequently conduct detailed property inspections to monitor safety, cleanliness, general wear and tear, and overall appearance of rentals.
- Maintain direct communication with cleaning staff, third-party vendors, & property owners, while cultivating new relationships ranging from individual property investors to private equity firms
- Meticulously manage resources, assets, & detailed inventory lists of each rental. Provide value-added directives to IVP Management and Property Owners securing appropriate cleanliness/maintenance levels are adhered to for continued rental success.
- Generate and process work orders, invoicing, fees, & reimbursements. Set departmental targets and objectives, cleanings and vendor schedules, training, policies & procedures. Respond swiftly and effectively to all guest requests, situations, complaints and/or accidents presented to Housekeeping and Owner Services.

## **INDEPENDENT STRATEGIC MARKETING CONSULTANT**

### **Self-Employed**

- Innovatively designed Executive Summary, Growth Management Schedule, Strategic Marketing Implementation, and Cultivation of Community Awareness campaign for clients.
- As a direct result, my premier client, Island Vacation Properties, had the distinct honor to be named 1st Runner Up Finalist for the Anna Maria Island Chamber of Commerce Small Business of the Year 2017.
- Analyze rental competition, company image, create and implement new marketing objectives, including but not limited to: strategic growth management plan, cultivation of local business partnerships, inbound & outbound methodology, creative content creation, publishing schedule, and downloadable Guest App to further enhance guest experience.
- Construct individual SWOT analyses for clients which include detailed investigation, competition research, branding, global positioning, advanced technology, as well as creative budgeting.

## **DIRECTOR OF MARKETING & SALES**

### **PayServ Systems**

- Developed and implemented successful branding and advertising campaigns via print, digital, and social media platforms for payroll, HR, and time & labor management solutions.
- Built sustaining personal and professional relationships within the community via Sarasota Chamber, Manatee Chamber, Anna Maria Island Chamber, & Lakewood Ranch Business Alliance.
- Created original marketing, inbound & outbound content, creative blogging, website redesign, while also facilitating PayServ's newly developed HR division, Thrive Enterprise.
- Developed strategies to increase customer acquisition through organic, partner, and paid channels. Reports on the performance of all lead channels (organic, paid, affiliates, webinars, etc.)

## **DIRECTOR OF SALES & MARKETING**

### **Newby Management**

- Directed a successful SEO and link-building campaign to increase the company's digital footprint, while driving traffic using cutting-edge inbound and outbound marketing techniques as well as social media.
- Collaborated with the IT department and editorial team on the redesign of 41 community websites.
- Coordinated and participated in various promotional activities, events, and trade shows for the mobile home, RV, and manufactured home industry.

## **ASSOCIATE REALTOR**

### **Coldwell Banker**

- Assistant to one of Coldwell Bankers Top Diamond Level Sales Performers. Developed marketing campaigns via email, online advertising, SEO, and direct mail for newly listed and sold properties.
- Procured new listings for sale in addition to securing rental properties through cold calling and personal referrals.
- Utilized digital technology and mobile media marketing to effectively preview homes and generate leads.

## **EDUCATION**

- **2002 Argosy University** - Sarasota, FL
  - Master of Business Administration - Marketing
- **1999 University of South Florida** - Tampa, FL
  - Bachelor of Arts - Sociology