MARIANA ALFARO

Licensed in Tourism

PROFILE

Hotel Specialist and business developer, with a solid training in project management, hotel operations and organization of corporate events.

LA PATERNAL- C.A.B.A
MA@MARIANAALFARO.COM.AR



PROFESSIONAL SKILLS

Leadership and motivation.
Committed to the objectives of the company.
Full predisposition to work for objectives.
Temperance in crisis situations.

WWW.MARIANAALFARO.COM.AR
(+54 911) 5404 0903

EDUCATION

CORNELL UNIVERSITY
HOTEL MANAGEMENT PDP

USAL- UNIVERSIDAD DEL SALVADOR
LICENSED IN TOURISM

EXPERIENCE

FREELANCE HOTEL CONSULTANT (WWW.MARIANAALFARO.COM.AR)
2020- 2021

- Hotel Consulting

DEVELOPMENT MANAGER- DOT HOTELS & RESORTS
2020

- Franchise development of 13 Brands of this Regional Hotel Chain, with more than 50 Hotels, and with a presence in more than 5 Countries in North and South America.

SPEAKER AND KEYNOTE SPEAKERS REPRESENTATIVE SPORTCASES (WWW.SPORTCASES.COM.AR)
2019

- Operational and commercial coordination, assisting clients in the organization of conferences.
- Speakers recommendation, themes and activities for corporate events.

EVENT MANAGER SAHIC- LATIN AMERICAN HOTEL & TOURISM INVESTMENT CONFERENCES (WWW.SAHIC.COM)
2013- 2014/ 2017- 2018

- Operational and commercial coordination of SAHIC, the leading conference in hotel investments in Latin America.
- Organization, planning and production of corporate events.
- Responsible for the following events:
  - SAHIC South America 2018 - 24-25 SEP 2018 - Medellín, Colombia
  - Costa Rica Sustainable Hotel & Tourism Investment Conference - 13 - 14 NOV 2017 -San José, Costa Rica
  - SAHIC South America - 12-13 SEP 2017- Buenos Aires, Argentina
  - SAHIC Cuba - 14-15 MAY 2017 - La Habana, Cuba
  - SAHIC South America 2013- 23-24 SEP 2013 - Bogotá, Colombia

HOTEL CONSULTANT TINSA HTL CONSULTING (WWW.TINSA.ES)
2014-2016

- Conceptual Design of Hotel Projects (conceptual idea, organization chart, layout, economic model of the investment, projected cash flow of the business).
- Feasibility studies (location analysis, conceptual idea of the project, economic model of the investment).
- Market studies (Supply analysis, demand analysis).

PROJECT DIRECTOR & HOTEL CONSULTANT HORWATH HTL (HTTPS://HORWATHHTL.COM)
2007-2010

- Hotel Project Design (conceptual idea, layout, economic model of the investment, projected cash flow of the business).
- Feasibility studies (location analysis, conceptual idea of the project, economic model and market studies).
- Detection of business opportunities.
- Marketing and participation in feasibility studies, market studies and conceptualization for hotel projects.

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COUNTRY MANAGER
DIRECTWITHHOTELS (WWW.DIRECTWITHHOTELS.COM)

2006-2007

- Implementation and development of the business strategy in Argentina of the online system that manages the distribution of inventory and rates in all online channels along with the hotel website.
- Management and execution of marketing actions and customer services.
- In charge of negotiations and contracts, incorporation of hotels to the online reservation system, advice from Revenue Management to hotels.

DIRECTOR OF RURAL Y URBANO

2004-2008

- Trade representative for the chain of 60 small boutique boutique hotels (own creation).
- Responsible for promotion and marketing.Inclusion of hotels in OTAs.
- Booking Coordination & Revenue Management.

OWNER- GENERAL MANAGER CASA ALFARO B&B

2000- 2008

- Responsible for operations and commercial strategies of the 12 rooms boutique hotel.
- Identification of business opportunities and carrying out marketing actions.
- Executive control and supervision of service quality standards.
- Supervision of the operational Areas.

SALES EXECUTIVE- MICROS FIDELIO

1999-2000

- Identification of business opportunities and carrying out marketing actions.
- Advice and sales of management software and hardware for hotels and restaurants.

ASSISTANT MANAGER
PARK TOWER BUENOS AIRES

1996- 1999

- Opening of the 180-room Luxury hotel belonging to The Luxury Collection.
- Coordination of the Departments of Reception, Concierge, Valet Parking and Housekeeper.
- Executive control and supervision of service quality standards.
- 25 employees in charge.

SHERATON BUENOS AIRES

1991- 1995

- Front Desk, Reservations.

TEACHING EXPERIENCE

UNIVERSIDAD DE BELGRANO (2005-2006)
- Professor of "Hotel operations" (both classroom and e-learning mode).

UNIVERSIDAD DEL SALVADOR (2002-2003)
- Professor of "Hotel operations"

CENCAP (1997-2006)
- Professor of "Hotel operations" and "Introduction to Tourism"

COURSES

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
- Digital Media and Marketing Strategies (Abril 2020)

AHLEI - AMERICAN HOTEL & LODGING EDUCATIONAL INSTITUTE
- Hospitality Manager Leadership (Abril 2020)

LANGUAGES

- **English:** bilingual. TOEFL.
- **Portuguese:** intermediate level. 3 years of study at USAL Universidad del Salvador.