

# Christine Nelles, General Manager

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## Profile

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- Over 19 years of progressive hospitality management experience with expertise as a General Manager, Director of Operations and Director of Rooms within hotels and resorts with 8-1365 rooms.
- Key areas of expertise: human resource management of non-unionized and unionized personnel of varying sizes; operations management; sales and marketing; customer service; revenue management; financial management; and systems administration.
- Skilled in developing and implementing initiatives and resolving operational issues to improve cost savings, profitability, productivity, customer service and corporate image.
- Significantly improved human resources including: staff communications, accountability, recognition, morale, knowledge and skills. Reduced turnover, absenteeism and created a team environment. Developed performance review processes and staff recognition programs. Instituted a variety of training and staff development programs.
- Pioneered sustainable and effective management systems in developing countries; meeting the challenges of varied cultures and work settings.
- Proficient in Word, Excel, Windows, email, Internet and numerous hotel property management systems.
- Personal information: Birth date: September 18, 1971 ... Canadian citizen ... Excellent health and fitness ... Clear Criminal Record Check ... Married with no children.

## Employment Summary

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**Niche B.H.O.C.** • [www.nichebhoc.com](http://www.nichebhoc.com) • 04/2009 – Present

Partner in a company specializing in contract consulting and management services for boutique hotels and resorts. Provide transition services for food & beverage and general management operations.

### **Selected projects have included:**

**SUGAR REEF BEQUIA** • [www.sugarreefbeckia.com](http://www.sugarreefbeckia.com) • Bequia, St Vincent & The Grenadines  
**RESORT DIRECTOR**

Managed all operations in the owner's absence in a start-up Caribbean resort while making critical business adjustments over two months. Upon the owner's return, provided training and consulting services to the owner on operational changes, best practices in management and recommendations for continuous improvements.

### **Special achievements:**

- Introduced check-in procedures, daily checklists for management organization and human resource policies.
- Initiated and designed cheque and petty cash vouchers/reconciliation forms, confirmation letter, contact and guest lists, reservation chart, tip sheet, and in-room folder with promotional materials.
- Developed rates for travel agents and tour operators.
- Streamlined and developed systems, policies and processes for a resort with a restaurant and 8 guest rooms.
- Co-wrote job descriptions. Trained and supervised team members to drive sales and customer service.
- Initiated a staff board to track important guest and staff information for follow-up.
- Co-authored a detailed report on short- and long-term strategic plans for the owner with recommendations for marketing, purchasing, building maintenance, administration, customer relations and staffing.
- Positioned the company to #1 on TripAdvisor; providing exceptional online property marketing.

**BELCAMPO BELIZE (formerly MACHACA HILL RAINFOREST CANOPY LODGE)**

[www.belcampoinc.com](http://www.belcampoinc.com) • Belize, Central America

**GENERAL MANAGER/HOSPITALITY CONSULTANT**

Directed the operations of a 12-room luxury remote eco lodge during a seven-month transition period. Rebuilt the team of 40 lodge and 20 farm staff to improve morale, productivity and performance.

### **Special achievements:**

- Created strategic plan for organizational restructuring and instituted major changes to resolve a multitude of operational issues and reduce costs.
- Developed manageable systems and instituted controls including departmental processes, training programs, inventory and ordering procedures.
- Oversaw major renovations including generator installation, kitchen remodeling and infrastructure upgrades to improve sanitation, safety, esthetics and functionality.

**THE MAVEN GYPSY BED & BREAKFAST AND COTTAGES** • [www.themavengypsy.com](http://www.themavengypsy.com)

Cabot Trail • Cape Breton Island, Nova Scotia, Canada

**OPERATOR/HOSPITALITY CONSULTANT**

Directed daily operations of an 8 room property with partner over a one year period with a focus on managing reservations, marketing, guest relations and housekeeping.

**Special achievements:**

- Repositioned and rebranded property to improve marketability, profitability and future growth. Staged, accessorized and designed the main house, all guestrooms and cottages to accent the history of the property to add a sense of style to an old farmhouse.
- Launched the property on TripAdvisor and raised its positioning from #79 to #4.
- Achieved sales growth of 20% in a difficult market with excellent profits.
- Created a new website with full exposure on social media networks.

**Laluna Resort** • [www.laluna.com](http://www.laluna.com) • Morne Rouge Bay • Grenada, West Indies • 02/2004 – 03/2009**GENERAL MANAGER** (2005-2009)/**FRONT OFFICE MANAGER/OPERATIONS** (2004)

Directed the daily operations of a 5 star Caribbean boutique resort and spa. Provided advisory services and recommendations to the resort owner to define strategic plans. Managed 6 managers (direct reports) with over 40 personnel. Human resource management: recruiting; training and developing staff; appraisals; labor budgeting; reviewing scheduling; and progressive discipline. Ensured exceptional guest relations through extensive guest interaction and needs identification.

**Special achievements:**

- Launched marketing campaigns, sales initiatives and special events in international and regional markets.
- Analyzed competition and market trends to set room rates and forecast guestroom inventory to maximize revenues and resources. Created quality assurance, ordering and inventory control systems and manuals.
- Opened a popular Yoga Pavilion, Wellness Centre and Spa. Implemented policies, procedures and training.
- Inspired and built a solid team of efficient and customer driven staff.
- Raised the quality and level of service to a new standard through training and energy infusion.
- Implemented a green program including recycling, organic gardening and composting; earning Laluna Resort the Gold Standard with Virgin Atlantic Airlines.
- Created a community based environmental program with schools, The Green Team, to raise environmental awareness and funds for waste management.
- Dealt with high profile clients. Successfully hosted GQ Magazine's VIP retreat, photo shoots for Victoria Secret, Neiman Marcus, Next Directory, Marks & Spencer and celebrity weddings.

**Fort Garry Hotel** • [www.fortgarryhotel.com](http://www.fortgarryhotel.com) • Winnipeg, Manitoba • 1989–1996 & 1998–2003**DIRECTOR OF ROOMS/OPERATIONS** (1998 – 2003), **FRONT OFFICE MANAGER** (1993 – 1996) and **GUEST SERVICE AGENT** (1989 – 1993)

Directed all daily operations of a prestigious heritage urban hotel including Front Office, Switchboard, Reservations, Guest Services and Housekeeping Depts. with 240 rooms. Managed 6 Assistant Managers and 40+ unionized personnel. Oversaw staffing, forecasting, budgeting, guest relations and operational problem solving.

**Special achievements:**

- Promoted from a Guest Service Agent to a Front Office Manager and progressed to a senior manager.
- Led the implementation of a Property Management System (PMS).

**Royal York Hotel** • [www.fairmonthotels.com](http://www.fairmonthotels.com) • Toronto, Ontario • 1997 – 1998**ASSISTANT FRONT OFFICE MANAGER** (1998) and **RECEPTION MANAGER** (1997)

Co-managed Front Office operations for a busy urban property with 1365 rooms (one of the largest in Canada and the flagship, heritage property for the Fairmont). Managed up to 30 unionized personnel and 8 non-unionized Reception Managers. Responsible for room/revenue analysis and customer service concerns.

**Special achievements:**

- Rapidly promoted from a Reception Manager. Participated in senior management meetings involving strategic planning, problem solving and decision-making for the entire operation.

**Academic Qualifications**

**Four months French Immersion Training** • CIEL – International Centre for Foreign Language Study • France • 1996  
**Bachelor of Arts**, Psychology and Economics (Labor Management Relations) • University of Manitoba • 1989 – 1993