

SAMANTHA LEE

Revenue Manager

Education


Bachelor of Business Administration
in Finance, University of Illinois at
Urbana-Champaign, Graduated: 2013

Certifications


- **Certified Revenue Management Executive (CRME)** – HSMAI, 2021
- **Advanced Excel for Data Analysis** – Coursera, 2020
- **Lean Six Sigma Green Belt** – 2019

Languages

- English (Native)
- Mandarin (Conversational)

 (312) 555-9843

 samantha.lee.revenue@gmail.com

 United States, Chicago, IL

Professional summary

Data-driven Revenue Manager with experience optimizing hotel profitability for luxury and upscale brands including Marriott and Hilton. Expert in dynamic pricing, forecasting, and inventory management to maximize RevPAR and ADR.

Experience

January 2021 - Now

Revenue Manager
Marriott Marquis Chicago

- Manage pricing strategies, inventory controls, and distribution channels for a 1,175-room flagship property.
- Increased RevPAR by 12% over two years through market segmentation and demand forecasting improvements.
- Led implementation of IDEaS G3 Revenue Management System, enhancing pricing accuracy and automation.
- Collaborate with sales, marketing, and operations teams to align revenue strategies with overall business goals.

June 2016 - December 2020

Assistant Revenue Manager
Hilton Chicago

- Supported revenue management functions for a 1,544-room hotel, focusing on forecasting and group business analysis.
- Developed weekly and monthly reports tracking performance indicators, improving forecasting accuracy by 15%.
- Participated in the redesign of rate strategies to better capture transient and group demand.

August 2013 - May 2016

Revenue Analyst
Hyatt Regency O'Hare, Rosemont, IL

- Analyzed market data and competitor pricing to support daily revenue decisions.
- Monitored pick-up and pace reports to identify booking trends and recommend adjustments.

Professional Affiliations

- Hospitality Sales & Marketing Association International (HSMAI) – Member since 2020
- Hospitality Financial and Technology Professionals (HFTP) – Member since 2018