

ALANA WOLF

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Passionate analyst with experience driving profitability and operational excellences in hospitality. Excels at analyzing issues, creating solutions and executing to achieve goals. Skilled in collaborating with diverse hotel management teams to align operational strategy with business objectives and enhance guest satisfaction. Driven by achieving the best possible guest experience. Seeking a challenging and creative role at a hotel brand to apply innovative leadership and problem-solving.

EDUCATION

Cornell University School of Hotel Administration | Bachelor of Science | GPA 4.0 **Ithaca, New York**
Summa Cum Laude | Dean's List | Ye Hosts Honor's Society

EMPLOYMENT

Royal Caribbean International **Miami, FL**
Senior Analyst, Food & Beverage Performance **September 2023 - Present**

- Drives the brand's F&B business of \$800M, by working with internal teams to develop impactful initiatives to increase guest satisfaction and improve financials.
- Guides leadership decision making through setting financial targets and thoughtfully presenting data analytics.
- Continuously managing promotional strategies for 20+ products and auditing for cohesive communications.

Analyst, Hotel Operations Rotational Program **September 2021 - September 2023**

Completed one 3-month onboard operations rotation in every division and four 3-6 month corporate rotations.

- Conceived, managed, piloted and implemented a brand-new fleetwide young adult entertainment program, to provide the best experience for an underserved demographic, including developing training, innovative activities, an onboard position, standard operating procedures, as well as a project plan to roll-out the program across 26 ships.
- Reduced fleetwide beverage disputes by 27% and eased drink order taking through a design thinking process of analysis, design and testing to launch a new beverage ordering ticket, as well as enhancing the complaint log system.
- Managed the improvement of key existing and brand new revenue operational areas of over \$200M by orchestrating change management across teams, refining the guest experience and developing the fleetwide launch/relaunch plan.
- Continuously improved promotional strategy, guest satisfaction and pricing across three key revenue-generating areas, resulting in a 10% increase in revenue per day year over year and utilization of the VIP program.
- Created and evolved bar resources including an all-encompassing beverage manual, a recipe booklet and over 30 SOPs to guide the 500-member beverage team in executing seamless and consistent guest experiences.
- Project managed company wide training improvement initiative, reducing 191K inefficient hours of crew training.
- Collaborated on \$14M cost reduction through the restructure of the fleetwide buffet menu matrix.

Ithaca Wine Ventures **Remote**
Moët Hennessy Consultant - Luxury Retailer Relations Manager **April 2021 - August 2021**

- Executed over \$200M in large-scale wine & spirits orders between the Moët Hennessy Private Client Team and Retail partners for LVMH boutiques, events, and gifting, as a consultant for Moët Hennessy.
- Sourced \$1k and higher valued limited edition and exclusive luxury beverage products for high-end customers.

Lost Places **Philadelphia, PA**
Hotel Operations & Marketing Manager (started as Intern) **January 2021 - March 2021**

- Oversaw management of glamping sites into a cohesive strategy with strong brand awareness through communications, campaigns, social media, content, website and logo design- increasing Instagram following by 15%.
- Built and grew a marketing campaign targeting 15+ influencers to host exclusive events at our sites.
- Various start-up tasks: handled guest concerns and communications, researched deals for acquisitions of 2 new sites, sourced furniture and fixings, strategized short and long term product improvements.

Highway West Vacations **Buellton, CA**
Operations Consulting Intern **May 2019 - June 2019**

- Analyzed property operations, marketing and competitive environment to present recommendations for operational and strategic improvements to impact both the guest and employee experience.
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PROFESSIONAL SKILLS

Microsoft Excel (Advanced) Microsoft PowerPoint (Advanced) Power BI SQL Organization
Project Management Analytics Business Communications Presentation Skills