



erendira fong

hotels & associate in Colliers INTERNATIONAL |

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PROFILE

Professional with solid and consistent experience in sales management and customer service.

SKILLS

Demonstrated leadership skills, teamwork and more personal projects.

RECOGNITIONS

Sales Awards 1st, 2nd, 3rd and 4th place in 3 consecutive years.



EXPERIENCE

POSITION • COMPANY • DATE

**Operations Manager Time Share VLO
Allegro Resorts & Occidental Allegro Playacar
Dominican Republic & Playa del Carmen México
1999 – 2004**

After 2 successful years working in Reservations Call Center & Human Resources I was Promoted from Dominican Republic country to Mexico, Playa del Carmen. Under my supervision 15 staff, generated sales reports, end analysis report, payrolls. Responsible for closing sales, verifying there were no discrepancies between Sellers and Clients, cancellation memberships, and control of day passes for hotel access.

POSITION • COMPANY • DATE

**International Reservations Agent
RIU, Playa del Carmen México
2004 – 2005**

Incoming Calls Report, reservations, and Call Center in general.

POSITION • COMPANY • DATE

**Store Manager & Image Manager
Dettaglio (dtDesign) Playa del Carmen, México
2005 – 2007**

Developed a highly effective sales strategy. Exceeded sales target achieving 58.33% a month, Due to these results I was named Image Manager and Store Manager of the company in the south of México.

POSITION • COMPANY • DATE

**Condos administration for 6 units
FreeLancer Playa del Carmen, México
2005 – 2009**

I negotiated and closed contracts deals with important and successful foreign entrepreneurs of United States, and Canada, the marketing president of a company such as Onboard Media, and a private School Music. Executives who invested in residential properties in Playa del Carmen. Responsible for promoting, and vacation rentals.



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EXPERIENCE

POSITION • COMPANY • DATE

**Business Development Manager, Americas & Caribbean 30 Hotels
RIU Partner Club, Corporate Offices, Playa del Carmen, México
2007 - 2010**

The Riu Partner Club director visited me at dettaglio (dtDesign) italian furniture store to offered me to go back to work with RIU on a new position as Business Development Manager, giving me the opportunity to travel as a RIU Hotels & Resorts Representative to promote Midwest area in USA. Responsible for business development, support for travel agents on their RIU Partner Club membership of incentives to reward their loyalty and sales. Visiting agencies, wholesalers, retailers, tour operators, trade Shows, management data base, and resolutions on behalf of their clients requests and complaints.

POSITION • COMPANY • DATE

**RIU Class Training for Americas & Caribbean Division
RIU Corporate Head Office in Palma de Mallorca, Spain
2007 - 2010**

RIU Corporate Offices open a new position for the Caribbean area with the Purpose of finding a solution to a high number of complaints that existed, I was offered this promotion to take charge of this new challenge giving assistance to 30 hotels & a half million RIU Class clients, with the objective to solve the big problem and offer solutions to all staff & loyalty clients.

POSITION • COMPANY • DATE

**RIU Class Manager, Americas & Caribbean Division
RIU Corporate Office in The Caribbean, Playa del Carmen, Mexico
2007 - 2010**

It was a challenge for me to be able to find a solution. I created and directed



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EXPERIENCE

a complete program of development and continuous training for any employees that had direct contact with clients in 30 hotels. Created promotions through e-mailing blasts and online marketing. Responsible for RIU Class web, RIU Class data base program, and a management portfolio of half million loyal customers. I interacted with clients in a friendly, and professional way. I solved requests, questions and complaints. Complaints were reduced.

POSITION • COMPANY • DATE

Sales Wedding Executive & Coordinator

12 Hotels, Riu Cancun & Dominican Republic

**RIU Corporate Office in The Caribbean, Playa del Carmen, Mexico
2007 - 2010**

I was now invited to change department to RIU Weddings. We achieved an increased wedding sales by offering 3 standard wedding packages, results increased up to 48.7% annual, Responsible for 12 hotels in the Caribbean, under my supervision 12 on site weddings operations staff. Personal service. I created an idea to add value by emotions sales through Senses (sight, touch, taste, and smell).

EXPERIENCE

I was one of the 49,000 thousand employees that affected the 2009-2010 global economy crisis. Unfortunately a half of the RIU hotels in the Americas Division & Caribbean closed their doors.

POSITION • COMPANY • DATE

General Administration Assistant

Grupo Auge, Guadalajara, México



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2010

Became part of a successful sales management team in a publishing house. A book that was published annually on each state of Mexico. Backed up by the President of the Mexican Republic that represents high Government officials and President of Mexico.

POSITION • COMPANY • DATE

**Time Share Operations Administration Manager
Gran Festivall All Inclusive Resort, Manzanillo, Mexico
2010 - 2012**

Developed highly effective sales training strategy with the implementation of a Recovery Program of 25 million pesos by sales of complementary plans Versus European plan, added value and re-activation of memberships. Increase sales up to 61%. Decreased complaints. We exceeded the objectives in customer service.

POSITION • COMPANY • DATE

**Festivall Sports Public Relations Manager
Gran Festivall All Inclusive Resort, Manzanillo, Mexico
2010 – 2012**

I was named with a 2nd position extra activities to Administration Time Share Management.

EXPERIENCE

I was part of the organizing committee of Business Affiliations and represent the hotel with the press such as magazines, newspapers and radio. We organized events in 2011: Triathlon, Norceca 2011 (Volleyball), 10K Race, Gran Festivall Fair, Tennis Tournament.

POSITION • COMPANY • DATE

**Rooms Manager o Gerente de Division Cuartos
Gran Festivall All Inclusive Resort, Manzanillo, Mexico**



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2010 – 2012

Gerente de Division Cuartos.

Hotel with 514 rooms with 120 allotment rooms for Time Share. Under my Supervision 10 different departments (front desk, butlers, reservations, telephone operators, laundry, gardening, public areas, time share, housekeeping, public relations) about 180 employees.. Annual budget. Weekly meetings with each department with the purpose of establishing objectives, attention and retention of clients. Re-inforced Housekeeping trainings due to the lack of experience in personnel. Hire staff for all vacancies. Planned and directed training to new employees with the help of managers & supervisors. Resolved customer complaints related to sales and service, compensation plans. Implementation of a monthly program for time share partners VIP`s to increase membership sales and all-inclusive plans. Budget Expenses. Monthly sales report.

POSITION • COMPANY • DATE

Real Estate Agent

Sierra Plus, Guadalajara, México

2012

Training and courses for this new profession, how to make cold calls

EXPERIENCE

For prospecting new clients & new listings. The 1st customer I had was willing to invest in land. I decided to resign and changed company and focus on Upper Class Level as the company I was working at the moment didn`t had this type of product. This client was the treasurer of Intermoda, opened me the doors in which I began my specialization in selling lands.

POSITION • COMPANY • DATE

Real Estate Professional Advisor

Grupo Guía, Guadalajara, México

2012 - 2015

Took a University Real Estate Diploma. Afterwards I decided to travel to Naples, Florida, USA to take a Sales Associate course in Real Estate, apply



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some of the tools learned into practice. I achieved 1st, 2nd, 3rd place & 4th place in operations. Please find as an attachment images of prizes and awards granted. I developed for my clients a success excel format on financial economical projections with ROI, I sold this type of product by numbers. In 3 years I sold around 170 million Mexican pesos in residential lands, my last sale was 1 home Of 2.5 million Mexican pesos. In my need & vision of growth my goals changed to new areas that the company told me didn't had the experience or expertise to be able to develop with me at the moment, so I resigned looking for new challenges.

POSITION • COMPANY • DATE

Associate & Retail Broker Specialist

Colliers INTERNATIONAL, Guadalajara, México

2015 - Present

Colliers University 1 Year of Brokerage in Retail, taking 2nd year on Landlord Representation. I have a global knowledge that help clients commercialize their investments, companies like at&t, Fibra HD, Oxxo, among others,

EXPERIENCE

express their satisfaction in my service in saving them money and time decisions less stressful. Colliers is a company listed on The stock exchange of Toronto & New York, is in the first 5 global companies as a leader in global real estate services. I had an excellent achievement in Prospecting 80 New customers via cold calls in 8 months. Representation of Tenants and Landlords, expansion, and investments sales. In the actual I'm developing an industrial and commercial format on financial economical projections with ROI for my investors.



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EDUCATION & DIPLOMAS

DEGREE • DATE • EDUCATIONAL CENTER

Lic. en Administración Hotelera

1992 – 1995

UAG Universidad Autónoma de Guadalajara

PUCMM Santo Domingo, República Dominicana

Diplomado Real Estate Profesional Advisor

2012 – 2013

Types of Real Estate Products, Prospection, Marketing, Financial, & Legal

ITESO, Guadalajara, México

Prospections Listings

2012

Oscar Marquez, from New York, USA.

EDUCATION & DIPLOMAS

Sales Associate

2014

Larson Educational Services, Naples Florida, USA.

Trainee Loyalty Program hotel clients

2007

Palma de Mallorca, Spain.

Languages



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Spanish, English, Basic French & German

Additional Information

Windows, Microsoft Office / Disponibilidad Laboral & Disposición de Desplazamiento

EXPERIENCE OF VOLUNTEERING OR LEADERSHIP

Please click on the following link for more information on this personal project: https://youtu.be/0O1OXdOc_I

Experience in directing others in situations that demand effort and under pressure. Oriented to work by objectives and qualified to face challenges and overcoming situations. Proven experience in defining and implementing marketing action plans to establish a standard in customer satisfaction and maintain a turnover.

Ability to analyze and solve problems, as well as absolute dedication to achieve and maintain high quality levels.



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