

FRANCIS GEVIN M. MORALES, CHSP
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Career Overview:

Proven track record in consistently achieving sales targets and driving revenue growth in the hospitality industry. Demonstrated expertise in managing and implementing effective sales and marketing strategies to maximize hotel occupancy and revenue. Proficient in event planning and execution, ensuring seamless and memorable experiences for clients and guests. Adheres to high standards of customer service, delivering personalized and exceptional experiences. Known for meticulous attention to detail and an organized approach to work, resulting in efficient and successful outcomes. Maintains a calm and composed demeanor in challenging situations, displaying professionalism and problem-solving skills.

Work Experience:

Company : **Discovery Samal (Discovery Hospitality Corporation)**
Address : Brgy. Limao, Peñaplata District, Island Garden City of Samal, Davao del Norte
Date of Employment : **March 1, 2023-Present**
Position : **Sales Manager- Rooms (Pre-opening)**

Directly reporting to Director of Sales-Rooms and General Manager. Responsible for managing the organization's sales growth by analyzing client segmentation and competitor landscape, develops sales strategies. Recommends plans to expand sales channels and network. Supports lead generation and business negotiations to acquire sales for the organization and provides recommendations to customer service and relationship models to increase client acquisition and boost retention.

Company : **Global Comfort Group Corporation- Apo View Hotel**
Address : 150 J. Camus St. Davao City
Date of Employment : **August 22, 2022-February 24, 2023**
Position : **Sales Manager (Head of Sales)**

Directly reporting to the General Manager and managing Sales Account Executives. Responsible for the daily sales efforts and overall positioning of the hotel, brand communication and the development of customers for the property including, Rooms, Dining Outlets, Events, rental revenue, yield strategies, implementation, market performance and meeting budget, forecast, and optimal business mix targets. Develop strategies that includes pricing, status, direct sales, market mix, marketing, and public relations.

Company : **Waterfront Insular Hotel Davao**
Address : Km. 7 Lanang, Davao City
Date of Employment : **February 2, 2022-August 17, 2022**
Position : **OIC-Assistant Sales/Marketing Manager**

Directly reporting to Group Sales Manager (VISMING) and supervises Sales Account Managers, Convention & Events Supervisor. Responsible for planning, monitoring and supervising sales performance related to generating sales, managing accounts, establishing client relations and performing sales administration procedures. Oversee Marketing and Communications Officer's daily activities in terms of promotions, branding and communications. within the limits of established guidelines, standards and procedures of the hotel in order to achieve operational efficiency, guest satisfaction and maximized revenues by realizing sales targets and objectives through proper and strategic implementation of sales plans, programs and procedures.

Company : **Waterfront Hotels & Casinos Corporate Office**
Address : United Nations Ave, Ermita, Manila, Metro Manila
Date of Employment : **March 2, 2020-February 2, 2022**
Position : **Sales Account Manager-National Sales Office**

Directly reporting to the Corporate Director of Sales & Marketing particularly in the achievement of the room revenue target across all market segment specifically in the areas of Bonifacio Global City, McKinley Hill and Makati Central Business District-Metro Manila's emerging powerhouse business and financial districts.

Worked collaboratively with the Group Sales Manager (VISMING) and Property Sales & Marketing Manager in translating data analysis for target corporate accounts, forecasting and business plan. Ensure sales and promotions efforts are well coordinated. Activates business opportunities for the property based on market conditions and demands.

Company : **Waterfront Insular Hotel Davao**
Address : Km. 7, Lanang, Davao City
Date of Employment : **October 26, 2015-March 1, 2022**
Position : **Sales Account Manager (Property based)**

Responsible for generating sales across all market segments except Travel & Trade Accounts in Region XI (Davao del Sur, Davao Occidental and Southern Area of Davao City), Region XII, CARAGA Region, BARMM, Iloilo and Bacolod.

Responsible for proactively qualify potential and existing accounts and generate new business through accurate market intelligence information search, data analysis, reporting and tracking functions. Builds and strengthens relationships with existing and new customers to enable future bookings. Negotiate terms and conditions, agreements, vendor accreditation and address customer issues that enhance the sales opportunity and business relationship. Compile and organize materials for sales kits and other sales paraphernalia. Update systems database, observe Data Entry Standards and maintain updated and accurate records. Coordinate to process, compile and endorse requirements, monitor status and provide feedback on guest requests for credit line applications. Gather, validate and consolidate pertinent information coordinate with respective department representative to report sales forecast, monitoring sales performance and development of sales plans, programs, budget and targets. Gather, evaluate and validate data, facilitate the conduct of research and market intelligence work, monitor the condition, trends, developments and pulse to identify, communicate and take strategic actions on threats and potential of the market.

Company : Apo View Hotel
Address : 150 J. Camus St., Davao City
Date of Employment : March 18, 2015- October 24, 2015
Position : Senior Sales Executive

Company : The Royal Mandaya Hotel
Address : J. Palma Gil St., Davao City
Date of Employment : April 12, 2013-April 12, 2015
Position : Sales Account Executive

Academic Qualifications:

Bachelor of Science in Hospitality Management

Philippine Women's College of Davao

University Avenue, Juna Subdivision, Matina, Davao City, Philippines

Concentration: Bachelor of Science in Hospitality Management

Other Qualifications:

Certified Hospitality Sales Professional

Concentration: Sales & Marketing and Basic Revenue Management

**Qualification have been evaluated and certified by the American Hotel & Lodging Educational Institute*

Accomplishments:

- Acknowledged and honored as the highest-performing sales producer for the pre-opening phase, having attained the top ranking of Discovery Samal
- MICECON 2023 Hotel Accommodations Organizing Committee
- Bakuna by the Sea- Data Management Project Team
- Beautiful Beginnings at the Waterfront "Weddings & Celebrations Expo" (2018, 2019 & 2022)
- Pink Runway in partnership with the Rotary Club of Downtown Davao

Affiliations:

Vice President of Davao Hotels/Resorts Sales & Marketing Association, Inc. (2023-2025)

Trainings/Certifications:

- **Public Consultation on the National Accommodation Standard by Department of Tourism- Office of Standards and Regulation**| Rogen Inn
- **MICE 103 Certification Training by Philippine MICE Academy**| Pinnacle Hotel & Suites
- **MICE 101 & MICE 102 Certification Training by Philippine MICE Academy**| SMX Convention Center, SM Lanang Premier, Lanang, Davao City
- **Level Up Leadership with Francis Kong**| Makati Diamond Residences
- **Project Management 101**| Waterfront Cebu City Hotel & Casino
- **Ike Pono Mastermind Inc. "Love & Respect" Class 17**| Waterfront Insular Hotel
- **Skills and Operations Auditors Certification Program**| Waterfront Insular Hotel Davao
- **Be the Best Seller Program by Inspire Leadership Consultancy**| Waterfront Cebu City Hotel & Casinos
- **Skills and Operations Auditors Certification Program**| Waterfront Insular Hotel Davao
- **Basic English Proficiency Program**| Waterfront Insular Hotel Davao Peers
- **Image and Development Program**| Waterfront Insular Hotel Davao
- **Basic Safety & Security Seminar**| Waterfront Insular Hotel Davao

- **Understanding the Philippines Star Rating System for Hotels & Resorts** |Marco Polo Davao
- **Certificate of Attendance, Food Handler's Class Seminar & HIV-AIDS Orientation**| The Royal Mandaya Hotel
- **Certificate of Appreciation: Meetings, Incentive Travel, Conventions and Exhibits Conference (MICE Con)**|Royal Mandaya Hotel (March8, 2013)
- **Certificate in National Competency Examination Housekeeping**| TESDA
- **Certificate of Attendance in Student Airline Seminar**| RSM Events Center Davao Philippines
- **Certificate of Participation in Hotel Live-in Seminar, Front Office Familiarization**| Ritz Hotel at Garden Oases
- **Certificate of Participation, Hotel and Restaurant Seminar**| Philippine Women's College of Davao

Key Skills:

- Intermediate skills in Conduct of Business Procedure in terms of ensuring Productivity, Profitability, Service delivery, Public Image, Standardization as well as allocation, control and use of resources
- Intermediate skills in Marketing, Product Branding, Logistics and Distribution, Marketing Research, Demand and Supply Analysis, Strategic Selling, Office Management, and Strategic Planning
- Intermediate skills in Forecasting Business and Profit & Loss Analysis
- Analytical and creative; skilled in research and problem-solving techniques; can meet deadlines
- Excellent Events Management skills
- Excellent interpersonal, communication and leadership skills, with the proficiency in maintaining internal and external networks
- Adapts well to different situations and works well under difficult situations
- Eager to learn, easily teachable, flexible and disciplined
- Strong sense of commitment and responsibility
- Computer literate, proficient in Microsoft Office (Microsoft Word, Microsoft Excel and Microsoft PowerPoint)
- Proficient in Fidelio Opera, RMS, and Delphi

References:

Mr. Dominic Dorol

Consultant for Hospitality and Tourism
OLLI Consulting Group Inc.

Ms. Jennifer R. Romero

OIC-City Tourism Operations Office
City Government of Davao

Ms. Beverly Dayanan

Founder, President, and CEO of
Contempo Property Holdings, Inc.