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| DOMINGO R. CASTRO CHA, CAM PHONE: 954-629-1633 737 NW 208 DrPembroke Pines, FL 33029 |
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| Professional Profile | TECHNICAL AND BACKGROUND QUALITIES  |
| * **Proficient on ; Office word, Excel, Word Perfect, Power Point, Windows ME, PDF suite, internet.**
* ***Navigational as well as analytical abilities on platforms like, Siteminder, Revinate, Hotel Planner, STR***
* **Bilingual, Fluent in spoken and written English and Spanish**
* **Guest service satisfaction performance focus.**
* **sales and marketing planning and implementation**
* **unmatched ability to break down perplexing problems and find solutions that generate profits and results**
* **Financial analysis, budget development, cost control containment dedicated superior performance.**
* **Diplomatic sensibility on guest service and owners relations issues.**
 | * **Proven leadership to develop property into brands like Small Luxury Hotels of the world (SLH), Conde Nast Johansens.**
* **Extensive experience managing upper upscale independent boutique properties**
* **Award winning experience running 4-Diamonds rated properties by AAA**
* **Experienced in pre-opening independent and branded properties.**
* **Multinational operations managing background, have managed in Latin America, USA, Africa.**
* **Multicultural workforce ability to manage successfully.**
* **Development of associates and managerial talent through training and incentives implementation.**
* **Proprietary aptitude and fiduciary responsibility to maintain/improve asset value**
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| Professional Accomplishments | **OPERATIONAL AWARDS** * **Hot List award recipient on two different properties**

 **(Casa Colonial Resort & Spa, Agua Resort & Spa), By**  **Conde Nast magazine.*** **World's best hotel award (Mexico, Central and South America region)**

 **Las Alamandas Resort.****By Travel & Leisure Magazine.*** **Four(4) diamonds category awarded on different properties**

**(Las Alamandas Resort (Mexico), Casa Colonial Resort & Spa (Dominican Republic)****By AAA.****FINANCIAL ACCOMPLISHMENTS*** **Increase “average daily room rate” ADR by leaps and bounds on several properties.**
* **Stellar performance on several key performance indicators(KPI);**

**ARR, REVPAR, GOP, Revenue incremental on double digits**.* **Implementation of reservations departments, with positive results in terms of bookings and room nights increase through seamless integration.**

**ADMINISTRATIVE ACCOMPLISHMENTS*** **Administrative director on a project to open up the first hotel school in Equatorial Guinea.**
* **Placement of management team(s), at the right place, right moment to produce outstanding results.**
* **Development and/or implementation of standard operations procedures to establish an organizational structure and fiscal control.**
* **Strong dedication to marketing efforts to acquired property’s notoriety on wholesalers’ promotion channels.**

**GUEST SERVICE MERITS*** **Generated consistent positive guests' experience and travel trade publications reviews by creating a conscious guest service committed environment, one negative written comment during my three years management tenure.**

**(Las Alamandas Resort).*** **Certificate of Excellence, awarded by Tripadvisor (Villa montaña,2012).**
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| Work History | February 2018-PresentBest Western FLL airport SouthFort Lauderdale,FL.General Manager155 rooms full service airport and Cruise Port property, brought on board by the management company to help managing during a complete refurbishment project of over $six(6) million dollars, redesign the workforce and revamp training, guest services to accomplish the re-flagging of the property to four points by Sheraton, meanwhile trying to maintain brand benchmarking on overall service under Best Western flag Among the areas that I was able to create a positive impact were.l\*Hiring, training of Housekeeping manager while under renovation and bringing up to speed on Four Points Brand standards.Among the accomplishments and challenges achieved were:\*Surpassing budget & previous year financial goals on several months while renovation project was on full swingPositive Flow through on two months while under renovation; May & June 2018\*Kept increasing GOP throughout the full renovation process, although revenue decreased; May, June 2018.\*Able to accomplished the highest revenue producing month on hotel ten year history (March 2018)**March 2016- Present****Confidential****Inverrary Resort (Under Receivership)** **www.inverrary.com****Fort Lauderdale, FL. USA****General Manager**207 rooms condo/hotel property, over 14,000 square feet of meeting space, three food & beverage outlets including full service bars, gift shop, Tennis courts.Brought on board by owners to help in the refurbishing project and market re-positioning of the hotel which had a deadline of 18 months.Later on, became part of the receivership team working on the transactional period and under United States bankruptcy court trustee to help stabilize the property while on chapter 11 with the responsibility to keep the property value while helping a smooth transition from chapter 11 to new owners.  Among the areas that I was able to create a positive impact were:• Corrected a series of code violations from Fire suppression systems, elevator re-conditioning, sprinkler heads re-connection, bathtubs, bath lighting fixtures re-conditioning, outdoor lighting, swimming pool refurbishment, pest control enforcement and overall safety and security procedures implementation., accomplished under strenuous operational guidelines, including 25% reduction of room inventory(Rooms conditions), Workforce reduction by 20% (Budget constrains).• Among the accomplishments and challenges achieved were: • Increase Average daily room revenue “ADR”, by 29% to $72/night• Able to maintained similar revenue levels of years past despite lack of sales team, reduction of rooms available and mediocre hotel physical conditions.**June 2015 to February 2016****Epoque Hotels** [**www.epoquehotels.com**](http://www.epoquehotels.com)**Miami, FL****Consultant new projects****Salary: Comission on new projects**Full service hotel consultant firm, specializing in deluxe boutique hotels, resorts and condo-hotels**.** Among my main duties, is to develop a portfolio of clients which might require outsourcing the services provide by our company; another area of responsibility is to create a tailor fit program for the creation/implementation of policies and procedures for start- up operations. **March 2013 – May 2015****Clarion Resort & water park (name changed Flamingo Water Park Resort)**[**www.flamingowaterparkresort.com**](http://www.flamingowaterparkresort.com)**Kissimmee, FL. USA****General Manager/Operations Consultant**.Salary: $78,000/Year, Performance bonus (Max $8,000)A full service 247 rooms/suites water park resort including two food & beverage outlets, 4,000 Sq. Ft meeting Space.Spearheaded a major refurbishment project of the property (Approx. 2mil), Provide assistance to the Corporate director of operations as instructed by main office.Embark on 2 year project to redesign the property which has trans navigate the threshold of different flags without apparent success, re-directing the human resources quality by proper hiring procedures, training and placing the standard on the brand.**FINANCIAL HIGHLIGHTS**Increase revenue on all operating departments during the period January- May 2013 v.s.2014;\*Room revenue up 29%\*Food & Beverage revenue up 66.5%\*Water Park revenue 81%\*Payroll expenses control to 34% less than previous year, period January-May 2013 v.s.2014**Among the areas that I was able to create a positive impact were:*** The hiring of reservations/yield manager and allowing the expansion of the department to handle the volume of inquiries, connectivity of interface with OTAS portals (providing quicker efficient processing of reservations).
* Creating the activities department, to develop the RESORT atmosphere required by the concept.
* Have acquired better positioning on Tripadvisor, from #87 to #50 position on the Orlando area**.**

**Following are financial highlights on the operations during my first year tenure**:• Occupancy up 2100 room nights YTY for January, February 2014• Revenue up by $48000 YTY for January, February 2013• **April 2012 – March 2013:**Villa Montana Beach Resort [www.villamontana.com](http://www.villamontana.com)Isabela, Puerto Rico**General Manager**.Salary: $90,000. (Housing provided)A condo-hotel consisting of 23 (two & three bedroom) villas and 37 hotel rooms, two full service restaurants/bar.Brought on board to upgrade the physical facilities, guest service experience, re-directed the target market segment and re-launch the new concept of the property, as major renovations are to be implemented on the next three years.**Among the highlights of my tenure at this property**:**\***started the creation of a full fledge reservations department including dedicated toll free number and local phone lines, establishing appropriate staffing, operational logistics to accommodate the sales and marketing effort.\*implementation of training module oriented primarily to service oriented departments.\*organized a series of procedures to establish internal control, such as end of period inventories, establishing staffing guidelines, setting up digitalized time clocks, departmental budgets specially on the food & beverage department as purchasing was rampant.\*Spearheaded several projects aimed mostly to the marketing end; a guest reward program for independent hotels through VOILA; another aimed to attract programs such as Luxury link (on line marketing tool to attract a rather quick large multitude of reservations) to make the property more visible and finally the sales effort to bring back wholesalers and hitting new markets to add to the sales mix.\*Redesign and re-launching of the hotel website, to be more users friendly.**Among the awards received under my tenure were:****Certificate of Excellence, awarded by Tripadvisor (Villa montaña,2012**November 2009- March 2012Hotel Mongomo PRESIDENTIAL LODGING COMPLEX[www.facebook.com](http://www.facebook.com)**Mongomo, Guinea Equatorial** **General Manager** **Salary: $90,000. (Housing, Car, Health Insurance provided)**Full service business hotel consisting of 60 rooms/suites and six villas, Restaurant and Bar, Pastry/bakery shop, 12000 Sq. Ft meeting and banquet facilities, disco and casino (leased).Additionally, oversee the operations for two small lodging facilities (40 rooms total), apartment building (21 units) and 5 homes, which operates for the sole purpose of presidential entourage.**FINANCIAL HIGHLIGHTS**\*Increased sales volume by 13.5% 2010 vs. 2009 and 8.6%, 2011 vs. 2010\*GOP 84 % 2010 and 79% 2011 \*EBITDA 46.25% (2010) and 32% (2011)\*REVPAR $USD84.35 (2011), GOPPAR $USD26.80 (2011**)**AUGUST 2007- OCTOBER 2009Agua Resort & Spa()[www.aguaresort.com](http://www.aguaresort.com)**Punta Cana, Dominican Republic,** **General Manager****Salary: $80,000. (Housing, car, health insurance provided).**4 Diamonds boutique resort consisting of 40 suites, 5 villas, a 5,000 sq. ft. spa, 3,000 Sq. Ft meeting space, 2 food and beverage outlets, room service and beach food service.**Following are financial highlights on the operations on 1st Quarter 2008**:• Average daily expenditure per occupied room US$615.38• Average daily rate US$392.50• Revpar US$121.73• 33% increase over forecasted revenue• 42% decrease over forecasted expenses**Among the accolades received under my tenure were**:• 2008 Hot list by Conde Nast Travelers, “One of the best new hotels in the world”.AUGUST 2004- JULY 2007**Casa Colonial Resort & Spa**[**www.casacolonialhotel.com**](http://www.casacolonialhotel.com)**Puerto Plata, Dominican Republic****General Manager.****Salary: $70,000. (Housing, Health Insurance, meal per diem, provided)**4 Diamonds boutique resort consisting of 50 suites, an 11,000 Sq. Ft spa, 3 food and beverage outlets including beach food service, Lobby bar and 3,000 Sq. Ft meeting space. Took over on pre-opening phase including final sign-off with contractor for project.**Following are financial highlights on the operations on its second year**:• The operation yielded a 15% NOP.• ADR of US$269. /night and REVPAR of US$124 / room. • Increased the volume of business on the following described areas, up to the 3rd quarter 2006 versus same period year 2005• Increased room’s revenue by 55.9%• Increased total revenue by 46.7%• Increased occupancy percentage by 47.5%**Among the accolades received under my tenure were:****•** 2004 Hot list by Conde Nast Travelers, “One of the best new hotels in the world”.* Four (4) Diamonds rating issued by AAA Travel Services
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| Education | FLORIDA INTERNATIONAL UNIVERSITY, Miami, Florida. Bachelor of Science Degree, Hospitality Management.  JOHNSON & WALES UNIVERSITY, Miami Florida. Certificate in Human Resources & Diversity Leadership.JOHNSON & WALES UNIVERSITY, Miami Florida.Certificate in Managing Quality Services. AMERICAN HOTEL & LODGING EDUCATIONAL INSTITUTECertified Hotel Administrator (CHA) BAYMONT INNS & SUITES, Milwaukee, WisconsinCertificate Sales and Marketing Techniques in the Hospitality industryFLORIDA DEPARTMENT OF BUSINESS & PROFESSIONAL REGULATIONCOMMUNITY ASSOCIATION MANAGER (CAM LICENSE). |
|  | FINANCIAL REQUIREMENT: $75,000., Performance bonus as per company’s policy. |
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