

# **ALLISON C. SOLOMON**

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## **SUMMARY:**

An experienced, results-driven marketing and new media professional with 18 years of experience, including more than 15 years of travel industry experience. A proven track record of innovative thinking, strategic planning and effective leadership to deploy relevant eMarketing and eDistribution programs that drive brand visibility, stimulate engagement and increase production.

## **EXPERIENCE:**

**U.S. Franchise Systems, Inc. (Microtel Inns & Suites, Hawthorn Suites), Atlanta, GA**

***Vice President, Electronic Marketing and Distribution***

*March 2008 – October 2008*

- Effectively lead all interactive marketing and multi-channel distribution efforts for over 300 Microtel Inns & Suites and over 100 Hawthorn Suites hotels worldwide. This includes overseeing all brand web site development and functionality, working with intermediaries and technology providers, directing in-house search engine marketing and optimization efforts, planning integrated online advertising, behavioral targeted marketing and email campaigns to consumers and trade, and directing social media efforts through emerging media channels.
- Collaborated with multidisciplinary teams to drive innovative solutions and ensure that online marketing and distribution goals were clearly defined, priorities were set and projects were completed efficiently and cost-effectively.
- Responsible for electronic channel revenue delivery for all hotels worldwide totaling more than \$61 million in 2007, an increase of 34% over 2006, and representing 19% total combined contribution.
- P&L responsibilities including an annual combined marketing budget of \$1.1 million.
- Cultivated strategic relationships with Google, Yahoo and MSN as well as key interactive agencies, meta-search engines and technology partners to deliver measurable electronic marketing solutions within tight budgets.
- Built critical distribution relationships with online travel partners including Expedia/Hotels.com, Travelocity, Orbitz, Priceline and Hotwire. Achieved year over year partner room night delivery growth of more than 75%.
- Active participant on both the Central Reservations System (CRS) and Property Management System (PMS) customer advisory boards to ensure that connectivity initiatives critical to each brands defined distribution goals were met.

***Director, Electronic Marketing***

*Nov. 1998 – March 2008*

- Instrumental in the development of the brands e-commerce business from the ground up, growing annual brand website direct distribution room nights and revenues by more than 20% year over year, since 2004.
- Responsible for the initial development of each brands web site, one frequent guest program web site and one corporate web site focused on franchise development. Defined initiatives and coordinated project plans for site redesigns, content updates, addition of new features and functionality and localization enhancements.
- Managed and analyzed all search engine optimization and search engine marketing initiatives to achieve maximum ROI and keyword campaign performance.
- Negotiated and purchased digital media placements for branding and direct response campaigns through ad networks.
- Responsible for managing all consumer-facing e-mail marketing efforts and integration with overall brand initiatives and promotions.
- Directed creative agency on the development of all digital advertising units to merchandise brand offerings on partner web sites and ad networks.
- Identified and implement targeted GDS initiatives and promotions to further increase brand awareness and stimulate travel agent channel production.
- Regularly conducted eCommerce training sessions at regional co-op marketing events, the annual Owners Conference and General Manager and Sales Advantage training classes.

**Logility, Inc., Atlanta, GA**

***Marketing Communications Manager***

*Sept. 1997 – Nov. 1998*

- Directed all divisional marketing communications activities. Managed advertising agency, supervised the creation of collateral materials, developed targeted direct mail campaigns and executed all trade show marketing activities.
- Created and launched a new divisional web site.
- Served as media liaison. Drafted effective press releases, pitched for media placement and executed press conferences.
- Coordinated promotional opportunities in conjunction with various trade organizations and associations. Booked speaking engagements and company representation at seminars, round table discussions and conferences.
- Created a telemarketing department to generate sales leads and update existing prospecting and client databases.

**Advanced Business Services, Inc., Trenton, NJ**

***Marketing & Customer Relations Manager - Sept. 1995 - July 1997***

**Virgin Atlantic Airways, Ltd., New York, NY**

***Sales Promotions Manager - April 1994 - Sept. 1995***

***Marketing Coordinator - Aug. 1992 - April 1994***

***Marketing Assistant - Aug. 1991 – Aug. 1992***

***Assistant, Group & Contract Sales Department - Oct. 1990 – Aug. 1991***

**EDUCATION:**

**Syracuse University, Syracuse, NY**

School of Management

Bachelor of Science - May 1990

Major: Marketing

Division of International Programs Abroad

London, England - Fall 1988

**SKILLS:**

Acknowledged thought leader with the ability to translate insights into cutting edge concepts and actionable strategies.

Excellent leadership and management abilities.

Strong writing, communication, presentation and organization skills.

Budget management - P&L/ROI

Proficient in all Microsoft Office applications.

Knowledge of HTML.

**PROFESSIONAL AFFILIATIONS:**

Hospitality Sales and Marketing Association International (HSMAI)

Hotel Electronic Distribution Network Association (HEDNA)

Member of Travel Industry of America (TIA)

Atlanta Interactive Marketing Association (AiMA)

**REFERENCES:**

Provided upon request.