

OLIVIA MARTINEZ

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MANAGING DIRECTOR/EXECUTIVE OFFICER FOR INTERNATIONAL BUSINESS

Strategic Planning | New-Business Development | Finance | Service Training | Operations | Project Management

- ♦ Highly motivated international marketing and operations executive with a proven track record in Internet shopping and hotel/resort-related industries.
 - ♦ Seasoned professional with Master of Business Administration degree, strong international credentials, background in consulting activities with foreign firms, and experience in managing large organizations.
 - ♦ Excellent communicator with strong customer focus and proficient command of English and French.
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PROFESSIONAL EXPERIENCE

CEO for North American Market, FIRSTMOBILE, Seoul, South Korea, 2006 to present

FirstMobile specializes in Web-based telecommunication and has deployed its product in several sites.

- ♦ Oversee marketing and develop new markets for Web Call Builder.
- ♦ Direct strategic marketing, merchandising, and information technology for firm cited as most outstanding example of Internet shopping business by organizations such as the Minister of Industry, Organization of Performance, and newspapers.
- ♦ Managed operational aspects of online shopping and all sales merchandising functions.
- ♦ Introduced and implemented one-to-one Web-based up-selling solution, "Net Perception."
- ♦ Developed agent for distributing product in North American market.
- ♦ Negotiated with Microsoft in Seattle, WA, USA.

Marketing and Merchandising Director, BELLSOL ONLINE, Seoul, South Korea, 2002 to 2004

Online shopping company with 200 employees and annual revenue of \$300 billion.

- ♦ Consulted with Chinese mail-order company in Shanghai regarding restructuring its business model.
- ♦ Promoted free telephone service for increasing online traffic.
- ♦ Created successful TV and newspaper marketing campaigns.
- ♦ Increased annual sales in 2002-2003 by 200 percent, from \$150 billion to \$300 billion.
- ♦ Extended business field to China and Japan.

President, ORIENTA RESORT, Toronto, Ontario, Canada, 1999 to 2002

Hotel with 200 guest rooms and 66 employees in a well-known downtown entertainment area. Owned by Bellsol Development Ltd. for the purpose of extending overseas resort business. It is the third-largest hotel in terms of guest rooms in Toronto.

- ♦ Managed entire operation, including marketing, finance, and HR.
- ♦ Oversaw \$2 million renovation and upgrade of hotel guest rooms and facilities.
- ♦ Implemented feasibility study on condominium project.
- ♦ Introduced flexible time schedule that produced labor cost savings of 27 percent.
- ♦ Settled lawsuit (filed before my employment) pertaining to hotel acquisition.

Marketing Director, BELLSOL DEVELOPMENT LTD, Seoul, South Korea, 1995 to 1999

- ♦ Developed all-weather resorts in Pacific Rim region, linking Korea, Philippines, and Canada.
- ♦ Established site concept and marketing plan, and oversaw project management of new resort, with 720 condo rooms and 36-hole golf course.
- ♦ Conducted project with Los Angeles-based architectural design firm.
- ♦ Directed all phases and functional aspects of building development.
- ♦ Organized workforce and service flow for entire resort.
- ♦ Visited numerous resort sites worldwide, especially in Japan and North America.

General Manager, HOTEL LUXIA, Seoul, South Korea, 1993 to 1995

- ♦ Managed French restaurant, service training center, customer satisfaction, and new business development.
- ♦ Researched and oversaw all steps culminating in production of 58 manuals, the first of their kind in Korea, consisting of 5,000 total pages and dealing with service policies and procedures of each department and outlet; cited and promoted by company president as a result.
- ♦ Implemented Hotel Information System for efficient control of guest information.
- ♦ Managed consulting service of duty-free shop and executed numerous consulting projects.
- ♦ Conducted hotel redevelopment project in cooperation with Chicago-based architectural firm.
- ♦ Created worldwide training and education network of 12 centers, including Cornell University, Lausanne School, and others, as well as restaurants in France.

EDUCATION

Master of Business Administration, Cornell School of Hotel Administration, Ithaca, NY, USA, 1993

Studied Business Administration, The Sorbonne, Paris, France

