

PROFILE

Passionate host with innovative ideas

As a passionate hotelier, the customer is always my first priority. I love the contact with people and to recognize their needs. As a result, I'm always designing new campaigns and products that appeal to customers and increase sales. I can show measurable successes that have pushed my career and motivate me in my everyday life.

WORK EXPERIENCE

SUNSTAR SWISS HOTEL COLLECTION

09.2022 – Today

Assistant Director of Sales

- Responsible for Sales
- Development of a sales strategy for 8 hotels
- Customer acquisition and support of existing customers
- Representation of the company at trade fairs and with key partners (ST, tourism organisation, SCIB, etc.)
- Direct reporting to the CMO and CEO

WALDHAUS FLIMS WELLNESS RESORT

10.2019 – 08.2022

Assitant Director of Sales & Marketing

- Responsible for marketing and sales in the resort
- Design of multi-channel campaigns
- Customer acquisition and support of existing customers
- Co-development of the strategy
- Coordination of tasks between the different departments
- Direct reporting to the General Manager

CROWNE PLAZA ZÜRICH

06.2018 – 09.2019

Sales & Marketing Executive

- Responsible for the corporate business of the hotel
- Design of campaigns (online and offline)
- Representation of the hotel at trade fairs (national and international)
- Customer acquisition and support of existing customers
- Duty Manager
- Implementation of the chain standard in daily business

HOLIDAY INN EXPRESS

01.2018 – 05.2018

Guest Service Manager

- Ensure smooth operation of the entire team
- Control of daily bookings and payments
- Implementation of the chain standard in daily business
- Complaint management of the guests

TURICUM HOTEL MANAGEMENT

06.2017 – 12.2017

Sales & Marketing Assistent

- Support for the marketing and sales of four hotels
- Graphic design (Adobe Suite) and newsletters
- Creation of new revenue management reports for the hotels
- Direct support for the Director of Business Development



BENJAMIN FIEDLER
SALES & MARKETING

CONTACT

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ADDRESS

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NATIONALITY

Italien / Chile
C-Bewilligung

LANGUAGES

SPANISH	██████████
GERMAN	██████████
ENGLISH	██████████
ITALIAN	██████████

SKILLS

MS Office	██████████
InDesign	██████████
Photoshop	██████████
Illustrator	██████████
CMS / HTML	██████████
Online Marketing	██████████
Multichannel Campaigns	██████████

2010 – 2017

FURTHER POSITIONS AND INTERNSHIPS

Holiday Inn Zürich Messe
Internship as Night Manager / FO

Baur au Lac
Internship as Chef de Rang

Schneesportschule Bivio
Ski instructor

Steinfels Restaurant-Brauerei
Service helper

Hotel Scheuble
Internship in service and kitchen

ArchivScan
Assistant / Digitalisation of photos

— More information on my homepage —

EDUCATION

ZHAW <i>MAS Digital Marketing Management</i>	08.2022 – 12.2024
SSTH – Swiss School of Tourism and Hospitality <i>Dipl. Hôtelièr-Restaurateur HF</i>	01.2014 – 05.2017
SCHWEIZER SCHULE SANTIAGO <i>Eidg. Maturitätszeugnis</i>	02.2008 – 12.2012
KANTONSSCHULE ROMANSHORN <i>Austauschsemester</i>	01.2010 – 07.2010
SCHWEIZER SCHULE SANTIAGO <i>Schüler</i>	02.1998 – 12.2008

REFERENCES

Upon request, I will be happy to send you references from my former employers



BENJAMIN FIEDLER
SALES & MARKETING

INTERESTS

Skiing
Cooking and eating with friends
Mountain biking
Hiking
Via ferrata
Running
Roller skating