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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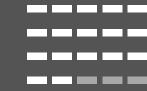
Mattackerstrasse 6 8052 Zürich

NATIONALITY

Italien / Chile C-Bewilligung

LANGUAGES

SPANISH
GERMAN
ENGLISH
ITALIAN



SKILLS

MS Office
InDesign
Photoshop
Illustrator
CMS / HTML

Online Marketing Multichannel Campaigns

FURTHER POSITIONS AND INTERNSHIPS

Holiday Inn Zürich Messe Intership as Night Manager / FO

Baur au Lac Intership as Chef de Rang

Schneesportschule Bivio Ski instructor Steinfels Restaurant-Brauerei Service helper

Hotel Scheuble Intership in service and kitchen

ArchivScan

Assistant / Digitalisation of photos

— More information on my homepage —



INTERESTS

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

EDUCATION

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

REFERENCES

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