JULIAN MERCER

HOTEL MANAGER

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PROFESSIONAL SUMMARY

Hotel Manager with 11+ years leading full-service and select-service properties for global brands. Oversees rooms, food and beverage, and sales partnerships, balances guest satisfaction with profit, and develops engaged teams of 100+ through peak seasons and brand audits.

PROFESSIONAL EXPERIENCE

General Manager Apr 2024 - Present
Marriott International, Denver, CO

- Lead a 285-room full-service hotel with 110 associates, owning a $31M revenue budget, guest experience, and brand compliance.
- Grew RevPAR 8% through pricing strategy, group sales targets, and tighter channel mix managed with the revenue manager.
- Reduced associate turnover from 58% to 41% with career paths, scheduling flexibility, and monthly leadership coaching.
- Passed brand quality and safety audits with scores above 95% for three consecutive years.
- Chaired weekly revenue and staffing meetings with department heads, aligning forecasts, labour hours, and group sales so decisions were made on one set of numbers.

Assistant General Manager Apr 2021 - Mar 2024

- Oversaw rooms, front office, and food and beverage for a 285-room hotel, partnering with the general manager on daily operations.
- Raised guest satisfaction scores from 84 to 89 by retraining front-of-house teams and resolving recurring room-readiness issues.
- Held flow-through of 38% by managing labour hours, energy costs, and purchasing against occupancy forecasts each week.
- Prepared the annual budget with department heads and kept payroll within 2% of plan across three years.

Director of Rooms Jun 2018 - Mar 2021
Hilton, Chicago, IL

- Directed front office, housekeeping, and guest services for a 410-room downtown hotel, supervising 7 managers and 85 associates.
- Improved room inspection pass rates from 88% to 96% by standardising checklists and coaching housekeeping supervisors on consistent standards each shift.
- Coordinated with engineering on a phased renovation of 120 rooms, limiting displaced inventory and guest complaints.
- Cut guest complaints on check-in waits 30% by adding peak-hour staffing and mobile check-in training.

Front Office Manager Aug 2015 - May 2018
Hyatt Hotels, Austin, TX

- Managed front desk and concierge teams of 22, building schedules to cover conferences and festival weekends.
- Introduced a service recovery guideline that empowered agents to resolve issues, increasing positive review mentions 14%.
- Trained all desk agents on upselling and loyalty enrolment, lifting premium room revenue by 9% over two years and raising loyalty sign-ups at check-in.

CORE SKILLS

Hotel operations | P&L management | Revenue management | Guest experience | Rooms division leadership | Food and beverage oversight | Team development | Labour cost control | Brand standards | Group sales partnership | Service recovery | Budgeting and forecasting | Opera PMS | Crisis management

EDUCATION

B.S. in Hotel Administration, Cornell University School of Hotel Administration, Ithaca, NY

CERTIFICATIONS

Certified Hotel Administrator (CHA) | ServSafe Manager Certification