

# Alex Schloop

## PROFESSIONAL EXPERIENCE

### Creative Director & Director of Marketing

2017 — Present • *Inns of Aurora, Aurora, NY*

Responsible for the creative strategy and execution for all areas of the brand including graphic design, copywriting, photography, video, website, social media, advertising campaigns, public relations, and on-property guest experience. Establish and maintain lasting relationships with agencies and freelancers, collaborating on projects and campaigns from concept through execution. Partner with stakeholders on marketing campaigns, new product introductions, and content development. Serve on Senior Leadership Team and advance award-winning company culture. Communicate on progress with ownership and gain approval as necessary. Stand-out projects include:

- Led \$0.5 M guest room renovation project, optimizing for revenue and consortia requirements while maintaining brand style and character.
- Oversaw brand development and market launch of world-class, 21,000 square foot spa and wellness campus. Beat aggressive revenue budget by 14% in first calendar year.
- Successfully shepherded resort through COVID-19 in partnership with the Revenue Strategy and Senior Leadership Teams. Grew room revenue by 21% in 2020 over previous year, 64% in 2021, and 18% in 2022.

### Brand Manager

2015 — 2017 • *Inns of Aurora, Aurora, NY*

Led marketing campaigns from concept through execution across a variety of channels. In close partnership with ownership, led the brand development and marketing launch of Wallcourt Hall, a new 17-room boutique hotel under the Inns of Aurora. Advocated for the need to hire a public relations firm and led RFP process, now seven year-plus partnership.

### Front Desk Manager & Marketing Associate

June 2012 — April 2015 • *Inns of Aurora, Aurora, NY*

Developed visual and descriptive standards for the newly created Inns of Aurora brand (and sub-brands) and aligned on-property collateral. Assisted in the crafting of marketing campaigns from concept through execution across a variety of channels. Managed the front desk guest services team, assisting with reservations and guiding positive guest experiences.

## CONTACT

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Geneva, NY 14456  
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315-534-9602

## PORTFOLIO

AlexSchloop.com

## EDUCATION

Nolan School of Hotel Administration  
at Cornell University, Ithaca, NY  
*Certificate in Hospitality Brand  
Management*

Wells College, Aurora, NY  
*Bachelor of Arts, English*

## VOLUNTEERING

Seward House Museum, Auburn, NY  
*Board Member & Development Chair*