

LEILYN T. KOEV

EXPERIENCE

KAWAMATA FARMS, LLC
Co-Owner, Kamuela, Hawaii

OCT 2005 – PRESENT **CO-OWNER**

- Decision maker for staffing, production, and growing
- In charge of financial decisions regarding labor costs, expenses, budgets and investments
- Responsible for sales & marketing, food safety, procurement, and managing all employees
- Decision maker in potential expansion of the farm

STARWOOD HOTELS & RESORTS HAWAII
Regional Sales Office, Honolulu, Hawaii

MAY 2005 – OCT 2005 **REGIONAL SALES REPORTING SYSTEMS ANALYST**

- Manage and administrate Multi-Property Delphi Database to ensure accurate reporting including maintenance and security of confidential material
- Conduct neighbor island training for Delphi
- Develop and analyze strategic reports on a regional level
- Provide administrative support to the Regional Director of Sales, including maintaining filing systems, scheduling appointments, coordinating business travel arrangements, and VIP reservations
- Maintain a smooth office operation, including phone coverage, equipment maintenance and general office procedures

THE RITZ-CARLTON HOTEL COMPANY, L.L.C.
International Sales Office, Los Angeles, California

JUL 2003 – MAY 2005 **SALES COORDINATOR**

- Coordinated and attended Fam trips and site inspections and monthly sales calls to client offices
- Negotiated contract rates, terms and conditions to optimize selling opportunities, team revenue and closing percentages for all hotels worldwide
- Discussed history, key decision factors, competition, and proposed time line with clients to gain full understanding of decision making process
- Prepared weekly reports in tracking leads and conversions
- Researched, refined and updated Regional Directors on the most effective lead process
- Managed process to ensure complete lead flow is executed within company standards, thus increasing conversion ratio

The Ritz-Carlton, Kapalua, Hawaii

MAR 2002 – JUL 2003 **SALES ASSISTANT**

- Assisted two deployed Directors of Western Region Sales, Director of Sales & Marketing and Travel Industry Sales Manager
- Created sales processes for the West Coast Deployment team
- Coordinated and attended Fam trips and site inspections
- Managed customer inquiries with proposals, contracts, addendums and VIP reservations

International Sales Office, Los Angeles, California

SEP 2000 - MAR 2002 **SALES ASSISTANT**

- Inside regional contact for top travel agencies, Virtuoso, Leisure Travel Group, American Express and various consortiums
- Conducted weekly independent outside sales calls and serviced top accounts
- Solicited and closed FIT/leisure and group sales with West coast clients
- Hosted tradeshow, conducted client presentations and site inspections

THE BAY CLUB OWNERSHIP RESORT, INC.
Quality Resort Management, Inc., Waikoloa, Hawaii

MAR 1998 - AUG 1999 **OPERATIONS MANAGER**

- Developed and managed cost analysis of operations and labor control
- Prepared annual revenue and expense budget
- Compiled, reviewed and investigated reports and room contracts

NOV 1997 - FEB 1998 **ACTING HUMAN RESOURCE MANAGER**

- Ensured compliance with company policy, employee handbook and OSHA
- Administered benefits package, including group life insurance, Workers' Compensation, TDI and medical/dental/drug & vision plans

JUL 1997 - FEB 1998 **OPERATIONS COORDINATOR**

- Researched and assisted with room rate structure
- Developed relationships with hotel and wholesalers' reservations, planning and operations departments

SHINWA GOLF HAWAII CO., LTD.
Renaissance Wailea Beach Resort, Honolulu, Hawaii

SEP 1996 - JUL 1997 **MARKETING ASSISTANT**

- Established relationship with airlines, land operators and optional tour agents
- Cross-marketed Resort and golf courses through maintaining media database, marketing and PR activities

SKILLS

- Microsoft Word/Excel/PowerPoint/Outlook/QuickBooks
- Delphi/Fidelio/Miracle

EDUCATION

MAY 1996

UNIVERSITY OF HAWAI'I AT HILO

Major: Bachelor of Business Administration