

Mario Takao Roma Momma

Ericeira, Lisbon – Portugal | +351 913 858245 | mario.takao.roma@gmail.com

Marketing & Sales | Hotels & Hospitality | B2B – B2C | Digital Strategy

Marketing and sales management specialist with experience in hotels, hospitality and reservations. A planner with strong problem-solving skills and strategic vision. Experienced in leading strategic projects and developing high-end tourism products for luxury markets in Asia and Europe. Agile and efficient, always focused on exceptional customer service and high-impact business results.

- Master's in Hotel Management, with a solid marketing background and a career built in Marketing and Sales.
- Expertise in creating and implementing branding, digital marketing and product development strategies.
- Proven success managing and growing online business, negotiating and developing partnerships, and managing sales channels and online platforms for high-end tourism properties in Asia.
- Strong analytical skills, with strategic business vision and experience setting prices, rates and offers.
- Comfortable working across cultures: international work experience in Ireland and Thailand, studies in the USA, and business development with clients in China, India, Southeast Asia and Europe.
- Eclectic profile with many interests and hobbies, such as music, musical instruments, surfing and sport in general.

EDUCATION

- **Master's in Hotel Management** – Dublin Institute of Technology, Ireland | 2015 – 2016
- **Degree in Advertising and Marketing** – Mackenzie University, São Paulo, Brazil | 2001 – 2006
- Languages: **English fluent** | **French intermediate** | Spanish intermediate | Italian intermediate | Portuguese native
- Tech skills: MS Office | WordPress | Photoshop | Wix | SEO

EXPERIENCE

Samui Bayside – Marketing & Sales Manager

Remote, Thailand | Aug 2018 – present

Luxury villas on Samrong Beach – Koh Samui, Thailand.

- Manage sales, marketing and reservations; develop and implement sales and marketing strategies to drive sales across all channels.
- Manage digital marketing campaigns and strategy.
- Prospect travel agencies and agents to build partnerships and commercial agreements.
- Manage OTA platforms: content, rates, availability and policies.
- Create promotional offers and marketing events with Little Hotelier.
- Prepare monthly and periodic reports for the General Manager and Owners.
- Produce all sales literature, including website design and management, social media and reputation management.

Samujana Villas – Sales Manager

Remote, Thailand | Sep 2017 – Aug 2018

5-star luxury villas with resort facilities.

- Reported to the Director of Sales; managed sales strategies focused on growing revenue from China, India, Southeast Asia and European markets.
- Prospected and contracted specialist wedding agencies and high-end luxury travel agencies.
- Organised and coordinated sales trips, networking events, trade shows and industry events.
- Organised regular FAM trips, hosting existing and potential clients.
- Weekly budget management; contributed to the sales and marketing plan, annual budget, quarterly forecasts and business plans.

Radisson Blu Dublin Airport – Food and Drink Staff

Dublin, Ireland | May 2016 – Aug 2017

4-star hotel – Carlson Rezidor Group.

- Guest service (restaurant, bar, lobby and café): presenting menus, taking orders, liaising with chefs and serving.
- Building guest relationships, solving problems and supporting the Meetings & Events team.

Hotel Pousada Casarão – Hotel Manager São Paulo, Brazil | Oct 2010 – Dec 2014

- Managed front office, reservations, reception, check-in and check-out, and payment control.
- Relationships with tour operators, OTAs and corporate clients.

Hotel Casarão Boiçucanga – Front Office Supervisor Brazil | Sep 2008 – Sep 2010

Coastal leisure hotel in the São Sebastião beach area, Brazil.

- Led front office activities, including reservations and registration, guest reception, check-in and check-out, payment control and customer service.
- Purchasing (food, beverages and cleaning products) and leading the reception team.

Marketing Ware – Project Coordinator | Sales São Paulo, Brazil | Jan 2007 – Aug 2008

B2B marketing agency.

- Developed and coordinated CRM projects: ran CRM programmes, scoped and priced projects, and supervised operations teams.
- Successfully renewed most high-value contracts.
- Direct contact with client project managers: led briefing meetings, identified opportunities and sold with a client focus.

Wyeth Laboratories – Marketing Assistant São Paulo, Brazil | Jan 2004 – Jan 2007

Multinational pharmaceutical company – biotechnology solutions for rare diseases.

- Helped implement and coordinate special projects: "Teaching Hospital Free Samples Programme", "Welcome Programme" and "Freedom of Movement Programme".
- Marketing support for the sales representative team (20+ consultants).
- Developed and tracked the tactical marketing plan and monthly budget control.
- Product launch and presentation of the local strategic marketing plan.
- Managed marketing operations and the approval process for marketing materials.
- Presented monthly sales results.