

## Hotel Manager

# Catherine Ellsworth



### EXPERIENCE

**Hotel Manager**, Hilton Edinburgh Carlton, Edinburgh *Jan 2022 – Present*  
Full P&L responsibility for a 196-room city-centre hotel with conference facilities and a 120-cover restaurant.

- Grew **RevPAR from £78 to £92** over 18 months through dynamic pricing adjustments and corporate rate renegotiations
- Improved TripAdvisor ranking from **#34 to #12** in Edinburgh by overhauling the guest feedback response process
- Managed a team of **74 staff** across front office, housekeeping, F&B, and maintenance — reduced annual turnover from 42% to 28%
- Delivered a **£1.2 million** room refurbishment programme across 80 executive rooms while maintaining 85% occupancy during works

**Duty Manager**, Marriott Edinburgh Royal Mile, Edinburgh *Jun 2019 – Dec 2021*  
Duty manager covering all operational departments on a rotational shift pattern at a 172-room hotel.

- Managed daily operations across front office, housekeeping, and F&B — responsible for **up to 35 staff per shift**
- Handled an average of **12 guest complaints per week** — maintained a resolution rate above 94%
- Led the hotel through COVID reopening — wrote the risk assessment and retrained **48 staff** on new protocols in 3 weeks
- Covered as acting General Manager for **6 weeks** during a leadership transition

**Front Office Supervisor**, InterContinental Edinburgh The George, Edinburgh *Mar 2017 – May 2019*  
Supervised the front desk team at a five-star, 240-room property on George Street.

- Led a team of **8 receptionists** handling check-in/check-out for an average of 380 guests per day during peak season
- Introduced an upselling programme that generated **£47,000 in additional room upgrade revenue** in the first year
- Trained new starters on Opera PMS — onboarded **14 new team members** over two years

**Front Desk Receptionist**, Premier Inn Edinburgh City Centre, Edinburgh *Sep 2015 – Feb 2017*  
First role in hospitality, handling check-in, reservations, and guest enquiries.

- Processed an average of **110 check-ins per day** during Edinburgh Festival periods
- Achieved **Team Member of the Quarter** twice for guest feedback scores

### CERTIFICATIONS

**CIEH Level 3 Award in Food Safety in Catering**, Chartered Institute of Environmental Health *Feb 2020*

**Institute of Hospitality – Member (MIH)**, Institute of Hospitality *Jan 2019*

**First Aid at Work**, British Red Cross *Jun 2023 – Jun 2026*

### PROJECTS

**Executive Room Refurbishment – Hilton Edinburgh Carlton** *Mar 2023 – Sep 2023*  
Managed a rolling refurbishment of 80 executive rooms while keeping the hotel operational.

- Coordinated with contractors to refurbish **8 rooms per week** — project completed on time and £18,000 under budget
- Maintained **85% occupancy** during the works by managing room inventory and guest relocations
- Post-refurbishment ADR increased by **£22 per night** for the executive category

### PROFILE

Hotel manager with nine years in hospitality, including five years in management roles at four- and five-star properties. Currently running a 196-room Hilton in Edinburgh with a team of 74. Grew RevPAR by 18% last year through a combination of rate strategy adjustments and TripAdvisor score improvements. Previously held front office and duty manager positions at Marriott and IHG properties.

### EDUCATION

**BA (Hons) in Hospitality Management**  
Edinburgh Napier University, Edinburgh  
*Sep 2012 – Jun 2015*

### SKILLS

- P&L Management
- Revenue Management & Pricing
- Opera PMS & Marriott FOSSE
- Staff Recruitment & Training
- Guest Experience Management
- Housekeeping & Maintenance Oversight
- Event & Conference Coordination
- Health & Safety Compliance
- Budgeting & Cost Control
- TripAdvisor & OTA Management

### LANGUAGES

- English (native)
- French (intermediate)

### REFERENCES

#### Alistair Drummond

Regional General Manager – Scotland, Hilton, alistair.drummond@hilton.com, +44 7700 900 832

#### Siobhan O'Neill

General Manager, Marriott Edinburgh Royal Mile, siobhan.oneill@marriott.com, +44 7700 900 945

### **COVID Reopening Programme – Marriott Edinburgh**

*Jun 2020 – Aug 2020*

Led the operational reopening after the first lockdown.

- Wrote the full risk assessment and created **23 new SOPs** covering every guest touchpoint
- Retrained **48 staff** across all departments in 3 weeks before reopening day
- Achieved full compliance with **Marriott Commitment to Clean** standards on the first corporate audit

### **EXTRA CURRICULAR ACTIVITY**

#### **Committee Member – Edinburgh Hoteliers Association**

*Jan 2023*

Sit on the events sub-committee, helping coordinate the annual Edinburgh hospitality awards. Organised the 2024 ceremony with 280 attendees at the Assembly Rooms.

#### **Mentor – Edinburgh Napier Hospitality Students**

*Sep 2021*

Mentor final-year hospitality management students. Currently working with 2 students on their industry placements — both placed at Edinburgh hotels.