

Crestline Hotels & Resorts Announces the Appointment of Keith Brophy as E-Commerce Marketing
Manager
2008-01-29

Crestline Hotels & Resorts today announced the appointment of Keith Brophy as E-Commerce Marketing Manager. Mr. Brophy joins Crestline Hotels & Resorts from Kimpton Hotels, where he was the Manager of Customer Relations and responsible for growing that company's revenue through e-commerce and electronic media marketing.

At Crestline, Mr. Brophy will report to the Director of Revenue Management and E-Commerce, Scott Hanno. He will help facilitate the process of enhancing hotel marketing through website optimization and search engine optimization. He will also be responsible for the creation and execution of property based web programs for all Crestline Hotels & Resort properties.

"We welcome Keith's expertise in the area of analyzing and developing strategies to help maximize profitability. Keith will assist the revenue management team with organizing, reviewing, planning, designing and executing e-commerce materials for all of our managed hotels in conjunction with the efforts of the Corporate Sales Team," added Scott Hanno.

Mr. Brophy brings more than 16 years of hospitality industry experience to his new role including positions with the Hotel Monaco in New Orleans and the InterContinental Hotel New Orleans. He holds a B.A. from Empire State College, Saratoga, NY, and an MBA from the University of New Orleans, as well as a Masters of Science in Hospitality & Tourism Management from the University of New Orleans. He is also an adjunct professor of Hospitality Management at Stratford University, Falls Church, VA. Mr. Brophy is headquartered in McLean, VA and can be reached at keith.brophy@crestlinehotels.com.

This article comes from Hotel News Resource

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