

SCOTT HACHEY

PHD STUDENT | UNIVERSITY OF HAWAII AT MANOA
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EDUCATION

University of Hawai'i at Mānoa

PhD in Business Administration, Concentration: Marketing

*Honolulu, Hawaii
August 2020 - Current*

Thompson Rivers University

Bachelor of Commerce, Major: Management

*Kamloops, BC, CANADA
April 2015*

Northern Alberta Institute of Technology (NAIT)

Geomatics Engineering Technology Diploma

*Edmonton, AB, CANADA
April 2010*

RESEARCH INTRESTS

- How the delivery of sales management tools impact salesperson growth
- The role of the salesperson in an asocial society
- Hospitality and intangibles: the shift from selling services to selling experiences in the customer experience management era
- The effectiveness of influencer marketing in travel and tourism
- Digital marketing and cultural shifts in a multi-generational salesforce

WORK EXPERIENCE

Sandman Hotel Group

The Sandman Hotel Group contains over 56 properties throughout Canada, USA & UK

June 2019 – July 2020

Sales Manager

- Conducted pre-opening market report including SWOT analysis for the brand-new hotel
- Created detailed Weekly, Monthly & Yearly sales reports
- Formulated detailed plan for sales initiatives to be conducted throughout the year
- Built and maintained relationships to bring on new clientele and to enhance the guest experience
- Engaged in numerous networking events across the region to promote the hotel chain
- Participated in Sales Blitz where specific areas were targeted for potential business
- Conducted full cycle sales
- Utilized conflict resolution strategies to diffuse tense situations involving distraught guests
- Promoted the hotel and Sandman hotel chain to Corporate companies, Sports, Wedding, Government & Association groups
- Analyzed STAR reports for insights into managing the hotel's ADR & REVPAR
- Led revenue management meetings with head office that discussed our performance in the market and strategies to enhance our profitability
- Championed front desk sales initiative to increase revenue and the number of repeat corporate clients

Canadian Humalite International

Canadian Humalite International is a manufacturer and retailer of humic based products specializing in exports

November 2015 – June 2019

Territory Sales Manager

- Generated over \$1M in sales while managing accounts across North America
- Built strong relationships with clients and suppliers through both inside and outside sales initiatives
- Strategically outlined a plan for the sustainable growth of the business
- Formulated valuable insights from past fiscal years in order to determine trends, goals, and forecasts for the sales department
- Prospected for potential customers using web-based systems in addition to customer referrals
- Established and qualified prospects using predefined criteria
- Carried out the first contact with prospects using data gathered during prior research
- Presented and closed sales depending on the specific needs of each lead
- Constructed and executed both sales and marketing strategies including tradeshow and print advertising
- Managed cross-functional teams to create documentation for products, safety, sales and marketing
- Performed conflict resolution strategies

WORK EXPERIENCE CONTINUED

Management Consultant (3-month contract)

July– October 2015

Ready-Safe

- Created a business proposal and pitched the venture idea to key investors
- Prepared financial forecasts and expense reports associated with business operations
- Conducted and prepared a primary research report with relevant data that supported the business idea while discussing contingencies

Clark Builders

2008-2012

Clark Builders is a commercial construction company with over 1,200 employees

Surveyor

- Constructed a database of the job site for analytical layout using technology and web-based applications
- Managed third party tradesmen and other external subcontractors
- Gained extensive knowledge of constructive practices, processes, and policies

SEARS

2003-2009

Sears was a popular retail outlet primarily focusing on home appliances and furnishing

Manager (Formerly Associate)

- Managed delivery teams with a collaborative management style leveraging a positive attitude and strong problem-solving skills
- Excelled in customer service, prioritized customer experience and educated customers on products and features

TECHNOLOGY SKILLS

- Microsoft Office (Excel, Word, etc.) – Proficient
- Google Suite (Google Docs, Google Sheets, etc.) – Proficient
- Adobe Creative Suite– Intermediate
- Social Media (e.g. LinkedIn, Facebook, Instagram, Snapchat and Hootsuite etc.) – Proficient

ADDITIONAL

- Language skills: Intermediate Spanish
- Hockey, Basketball, Hiking