

ANDREW SNOW

P.O. Box 1143, Richmond, Vermont 05477 • 914 629 9216 • asnow79@gmail.com

Professional Experience

Bolton Valley Ski Resort, Bolton, Vermont

2008-2010 (October-May), 2011-2015 (year-round)

Director of Mountain Services (2009-2015)

- Oversaw the daily operation and strategic planning of the following departments: ticket sales, guest services, rental and repair, retail, volunteer hosts, lift operations (2008-2013), and ticket checking (2008-2013)
- Focused on improving guest experience, maximizing revenue opportunities, minimizing expenses, and retaining high-quality supervisory and front-line staff in all departments
- Increased rental and repair department revenue 79% over 6 years by streamlining prices, improving service, and expanding offerings; grew retail revenue 53% in the same period by gradually increasing inventory each year
- Managed company-wide budgeting process for ski resort with approximately \$6 million in annual revenue
- Conducted annual end-of-season sales analysis for all revenue-generating departments to identify opportunities for increased revenue, yield and/or efficiency
- Generated financial and statistical reports for all aspects of the business; automated many regular reports using Microsoft Excel macros, PivotTables, and database functions; ran managers' financial review meetings
- Administered Siriusware point-of-sale system, including setting up products, promotions, and reports
- Implemented e-commerce system for online season pass sales and print-at-home day ticket vouchers

Lift Operations & Ticket Checking Manager (2008-2009)

- Hired and trained staff of 55 employees in the daily operation of the resort's six lifts
- Revised lift opening procedures to improve reliability of early or on-time openings
- Improved customer service across the department with "friendliness of lift operators" consistently ranking amongst the highest scores in customer satisfaction surveys
- Introduced new incentive program to improve effectiveness of ticket checkers

Mount Hotham Skiing Company, Bright, Victoria, Australia

2004-2010 (June-October)

Mountain Office Supervisor (2008-2010)

- Developed all policies and procedures for new Mountain Office, which serves as dispatch center, Lift Operations office and crisis control center; created databases to improve collection of operational and staffing data
- Streamlined scheduling, payroll, reporting and budgeting processes for all Mountain Operations departments

Lift Operations Supervisor (2008-2010), Assistant Lift Operations Supervisor (2005-2007), Lift Operator (2004-2005)

- Assisted in the training and supervision of 80 lift operators, lift attendants and ticket checkers to ensure the safe and efficient operation of 15 surface and aerial lifts
- Oversaw daily lift de-icing, set-up, start-up, operation and shut-down
- Created and updated all lift operation training programs, including videos, manuals and procedures

Killington/Pico Ski Resort, Killington, Vermont

2005-2008 (October-May)

Ramshead Base Area Operations Coordinator (2007-2008)

- Oversaw and assisted in daily operation of all ski resort base lodge profit centers (tickets, lesson sales, rentals, retail and food & beverage) with combined total of 50 staff members and \$6 million in annual revenue

Ticket Coordinator (2006-2008)

- Assisted in administration of the Siriusware point-of-sale software, including product and promotion development, system troubleshooting and report creation
- Worked with point-of-sale system developer to create new systems, including direct-to-lift credit card processing and kiosk ticket vending machines
- Trained and supported over 100 ticket sellers at 80 ticketing points of sale spread around the resort's six base areas and other satellite sales locations

Internal Auditor (2005-2006)

- Performed cash audits, inventory control and financial analysis for ticketing, retail and food & beverage outlets

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Professional Experience (continued)

Mad River Glen Ski Area, Fayston, Vermont 2001-2004

Financial Analyst (2001-2004)

- Conducted financial research and analysis for pricing, budgeting and strategic planning
- Implemented new pricing structure which increased ticket yield by 34% in three years

Marketing, Communications and Shareholder Relations Coordinator (2001-2004)

- Designed and maintained website, including the creation of database-driven online coupon system, customer database and streamlined web-based snow reporting tools
- Managed the writing, editing and distribution of all internal and external communications, including press releases, print and electronic newsletters and daily snow conditions report
- Served as liaison between Cooperative shareholders and management
- Designed, conducted and analyzed ski area's first customer satisfaction survey

CarpaTOUR Travel Agency, Braşov, Romania Summer 2003

Marketing Intern

- Self-designed internship aimed at understanding the operation of a travel agency, combined with study of the Romanian language, cultural immersion, and travel throughout the country
- Developed a marketing plan aimed at increasing the agency's offerings to foreign tourists in Romania

Education

Marconi University, Rome, Italy 2014-present

- Currently enrolled part-time in online, Italian-language Master in Business Administration (MBA) program
- *Expected graduation:* 2016

Middlebury College, Middlebury, Vermont 1997-2001

- *Degree:* Bachelor of Arts, Magna Cum Laude, *Major:* Economics, *Minor:* Italian
- *Cumulative GPA:* 3.79 out of 4.00
- *Academic Honors:* College Scholar or Dean's List all semesters; elected to Phi Beta Kappa and Gamma Kappa Alpha national honor societies; graduated in top 10% of class

Middlebury College School in Italy, Florence, Italy 1999-2000

- Linguistic and cultural immersion program with all coursework in Italian

Regis High School, New York, New York 1993-1997

- Full academic scholarship, college preparatory program

Additional Skills

Language

- Proficient in written and spoken Italian
- Basic understanding of written and spoken Romanian

Computer Applications

- Advanced user of Microsoft Office suite, including Excel, Word, Access, and PowerPoint
- Siriusware point of sale system administration and reporting
- Familiar with reporting functionality of QuickBooks and RDP property management system