

CURRICULUM VITAE

Name: LƯƠNG THỊ HÀO

DOB: 18/05/1986

Marriage status: Married

Number of kids: 02 (boys)

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PROFESSIONAL EXPERIENCE

2025 - Now

MAY DE VILLE HOSPITALITY GROUP

Assistant Director of Sales – TA, Corp, Direct Segmentation.

Business strategy

- Together with DOS to develop a short-term, medium-term, and long-term business strategy suitable for the 260-room hotel model in the Old Quarter.
- Follow up revenue by month/quarter/year (Room Revenue, ADR, Room nights, etc.).

Market Management & Development

- Developing travel agent, tour operator, and DMC partner customer systems.
- Establish, maintain, and expand relationships with strategic partners: global, international and domestic.
- Monitor the market, analyze competitors, propose appropriate pricing policies and sales packages.

Sales Channel Management & Revenue

- Effectively manage and optimize sales channels: TA, TO, Corporate, Group.
- Coordinate with Sales team to adjust the selling price according to the season and market situation.
- Monitor the effectiveness of promotional programs and sales campaigns.

Team management Sales

- Assign targets, monitor performance, and evaluate work results periodically.
- Build a professional, cohesive, and result-oriented work environment.

Reporting & Internal Coordination

- Report business results periodically to Director of Sales.
- Coordinate closely with the Reception, Operations, and Accountant departments to ensure efficient customer experience and revenue streams.
- Participate in strategic meetings and contribute ideas to develop the May De Ville Hotels Group brand.

- Execute the sales call, tele sales, and activities to the TA, DMC, Corporate market segment
- Proactive in negotiating with the clients in terms of condition, price of contract within limitation assigned by the management board.

November 2022 - 2024

PERIDOT LUXURY BOUTIQUE HOTEL

Assistant Director of Sales – OTA, TA, Corp Segmentation.

1/ OTA segmentation:

Manage OTA channels: Booking.com, Agoda, Expedia, Traveloka, Trip.com...

- Update room rates, room availability, sales policies, and promotions according to DOS/Revenue guidelines.
- Ensure hotel information on OTA is accurate, complete, and synchronized (image, description, policy).

Optimize OTA revenue

- Monitor room sales performance across each OTA channel, analyze pickup, conversion, and commission costs.
- Propose promotional programs, flash sales, campaigns based on seasonal and market conditions.
- Coordinate with the Reception and Operations department to ensure maximum room capacity.

Booking Management & Feedback

- Monitor and process OTA bookings daily; coordinate overbooking (if any).
- Manage and respond to customer reviews on OTA professionally and promptly.
- Coordinate the resolution of complaints related to OTA booking.

Reporting & Internal Coordination

- Prepare daily/weekly/monthly OTA revenue reports as required by superiors.
- Work closely with the accountant department in the accounting department to reconcile OTA debts.
- Perform other tasks as assigned by DOS/GM.

2/ TA/Corporate segmentation

- Directly involved with the sales call, tele sales, and activities to the travel agent market segment/Corporate/Direct.
- Proactive in negotiating with the clients in terms of condition, price of contract within limitation assigned by the management board.
- Handle unforeseen problems, complaints and determine eligibility for money refund (avoid the bad reviews).
- Achieve sales target assigned by the board of management. Achieve monthly and annual revenue and direct sales goals including outside sales calls, prospecting calls, site inspections, and entertainment as outlined.
- Report daily, weekly, monthly to the director.
- Maintain and develop the relationship between the clients and the company. Deal with customer enquiries and aim to meet their expectations
- Reply and follow-up all agents inquire on time with high professionalism, to achieve

maximum business materialization.

- Follow-up bookings payment in coordination with the account/reservation.

Other duties and responsibilities

- Strictly implement working procedures and policies of the Company/Hotel.
- Fully participate in meetings and training programs required by the Hotel Board of Directors.
- Maintain standards of appearance, personal hygiene and uniform during work hours.
- Perform other tasks directed and assigned by the Hotel Board of Directors.

From 2022 – 2023

**BLISS HOI AN BEACH RESORT & WELLNESS – 5* & MAI CHAU
HIDEAWAY LAKE RESORT – 4***

Cluster Sales Manager – TA, OTA, Corporate, Direct,

From 2019 – 2021

DIAMOND WESTLAKE SUITES (Apartment - BRG Group, Việt Nam)
Sales Manager

From 2016 – 2019

GRAND PLAZA HOTEL (Charmvit Group, Korean)
Sales Manager

From 2012 – 2016

PREMIUM QUOC HOA HOTEL (Vietnamese, since 1998)
Sales Executive

From 2008 – 2011

SHERATON HANOI HOTEL (Starwood Hotels & Resorts Worldwide, Inc)
Reservations Officer

From 2007 – 2008

SOFITEL LEGENT METROPOLE HOTEL (Accor, France)
Hostess – F&B

EDUCATION AND TRAINING

Hanoi Tourism College (HTC)

From 2005-2007

Major: Hotel Business and Administration

Hotel & Sales system: Opera, Smile, Sales Force, Amadeus, EZ Cloud, Perfect Key.

SUMMARY OF QUALIFICATIONS

- Hard working, want to work in a professional working environment for long future development.
- Problem solving, reasoning, motivating.
- Good communications skill with customers
- Proficient English.
- Mature to work independently and cooperative to work in a team.
- Active, friendly, jovial, and sporty.
- Proficient in using **Opera & Property Management Systems, Chat GPT, Canva, Microsoft Office, Outlook.**

PROFESSIONAL REFERENCES

Following is the list of nominated referees who are not related to me and professionally familiar with my character and qualifications

1/ May De Ville Hotels Group

- **Tel:** 0904646602
- **Ms. Mai Hoa (Director of Sales)**

2/ Peridot Hotels

- **Tel:** 0936 140 797
- **Mr. Quang Nguyen (HRM)**

3/ Bliss Hoi An Beach Resort & Mai Chau Hideaway Lake Resort

- **Tel:** 097 221 3606
- **Mrs. Le Luyen (Director of Sales & Marketing)**