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Experience

*Sept 2019-
present*

Managing Director, Kid & Coe, London

- Complete oversight of design, marketing, sales, customer service and engineering teams for 1200 properties worldwide
- Run a hands-on cross-functional team-building approach to drive the brand's mission of making travel more joyful for families, while growing conversion, profitability, and supply pipeline
- Responsible for navigating pandemic response and finding new elegant revenue streams in a challenged category
- Generated 43% increase in year-over-year sales, including 3x efficiency in dollars-per-web visitor vs pre-pandemic KPIs

*Sept 2017-
present*

Brand Strategy Consultancy, Crisco Disco Hospitality, Singapore, London and New York

- Founded freelance consulting practice focused on brand positioning, business strategy & marketing communications
- Clients: The Lo & Behold Group (Singapore), Straits Clan Private Members Club (Singapore), Shangri-La Hotels (Singapore), Interbrand (Singapore), Wythe Hotel (New York), Latitude (London), Jastar Capital (London), Kid & Coe (London)

*Jan 2016-
Jul 2017*

Brand Director, The Warehouse Hotel of The Lo & Behold Group, Singapore

- Hired as first employee in order to open the hotel & position it as one of Singapore's cultural epicenters
- Worked as the center-point of a 360-degree cross-functional team to align strategy, communications, budgets & KPIs
- Created all brand, business strategy, marketing communications, design touchpoints, customer experience, partnerships, website, photography, PR, SEO, CRM, SOPs and digital interfaces
- Reported directly to owners on financial performance and strategic objectives, including revenue management
- Beat hotel revenue targets by 20% and occupancy targets by 25% in first 3 months open

Awards Monocle Top 50 Travel "Most refreshing independent," Condé Nast Traveler Hot List "Best New Hotels in the World," Travel + Leisure It List "Best New Hotels in the World," AHEAD Awards "Asia Hotel of the Year"

*April 2015-
Nov 2017*

Director of Sales & Events, The Lo & Behold Group, Singapore

- Managed 3 teams across 10 restaurants and 1 hotel with a total reporting group of 12 employees
- Posted 25% revenue growth in group's \$5.6 million event sales business across 10 restaurants in first year
- Created all training, SOP, payment, software, and general operations materials across 11 venues

*Sept 2011-
Feb 2015*

Brand Manager and Director of Sales and Events, Wythe Hotel, Brooklyn, New York

- Hired as first employee to open hotel and create a powerful cultural brand via marketing, sales & PR
- Reported directly to hotel owners on budgeting, reporting, and key performance metrics
- Managed 2 teams of 10 employees and hotel's two most profitable revenue streams
- Responsible for building and managing all technology platforms including wythehotel.com, SEO, PMS and GDS
- In second year of room sales business, posted 35% year-over-year revenue gains, and 12% in third year
- In third year, promoted to look after an additional revenue stream, posting 64% year-over-year revenue gains

Awards Condé Nast Traveler Hot List, Travel + Leisure It List, Wallpaper Magazine Best Business Hotels List, Time Out New York Best New Boutique Hotel, Paper Magazine Nightlife List, Nylon It List, Travel + Leisure Design Award List

Summer 2011

Brand Consultant, Oasis Collections, Buenos Aires, Argentina

- Conducted brand review for all communication touchpoints of South American based home-sharing website
- Made strategic brand recommendations to management and founders

*Sept 2006-
Sept 2011*

Senior Account Planner, Ogilvy Worldwide, New York, NY

- Co-wrote strategy for Coca-Cola's Global Juice business to unify 197 disparate brands worldwide
- Facilitated training of senior management on new integrated communications system across key worldwide offices
- Led communications integration for The Body Shop at time of brand re-launch across all channels
- Launched multi-channel Stolichnaya Vodka campaign to reposition brand to millennials
- Designed and analyzed consumer insight research for Shangri-La (out of Hong Kong) to win business
- Performed research for Jet Airways (out of Bangalore, India) & led strategy to pitch business

Awards & Presentations

- 2010 Bronze Clio for Medco Pharmacy, Best-Integrated Campaign
- 2009 Silver Effie Award for Effectiveness for Fage Yogurt at launch of brand in US market
- General Assembly Venture Capitalist Club teacher, "Fundamentals of Branding"
- Wellesley College lecturer, "Marketing to Children"

Education

2002-2006

Brown University, Providence, RI, Bachelor of Arts in Cognitive Science, with Honors

- Awarded Solsbery Endowed Fellowship from the Center for the Study of Human Development
- Captained NCAA-Division-I-Champion Women's Rowing Team winning six national titles
- Coursework focus in Neuroscience and Cognitive Development

Skills + Interests

- Comprehensive knowledge of development including Content Management Systems, UX, UI, SEO
- Coursework in and understanding of HTML/CSS & building wireframes
- Conversant in Spanish; Interest in Architecture, Historic Preservation, Travel, Retail, Soccer & Running