

Melanie L. Burrow

WORK EXPERIENCE

Populus Denver

Denver, CO

Hotel Manager, 265 rooms

June 2024-Current

- Pre/post opening Executive Committee member responsible for the operations of Guest Services, Housekeeping, Engineering, Security, Valet and Environmental Experience
- Developed standards and operational procedures for all departments in pre-opening, with a focus on sustainability
- Partnered with Environmental Experience Manager to develop processes to eliminate waste throughout departments, including no single use plastics and zero food waste initiatives
- Developed punch out procedures in coordination with construction, development and management company for hotel opening

Brown Palace Hotel and Spa, Autograph Collection

Denver, CO

Director of Rooms, 243 rooms

June 2022- March 2024

- Executive Committee member responsible for the operations of Front Office, Housekeeping, Security and Valet
- Provide Executive level leadership to our Food and Beverage and Spa teams.
- Responsible for financials, budgeting, management hiring decisions, training and strategy for all departments under Room Operations teams
- Increased rooms profit by 17% year over year 2022 to 2023 by strategic planning and operational execution
- Increased GSS Intent to Recommend by 5.4 points year over year 2022 to 2023
- Increased ancillary revenue by adding additional history tours, special events and branded merchandise.

Westin Denver International Airport

Denver, CO

Director of Front Office, 548 rooms

June 2021-June 2022

- Front Office department head tasked with re-energizing the Front Office operations post 2020
- Developed business cases to add several positions and re-open the telephone operator role, in-room dining server and create the rooms control position and duties
- Through the addition of several positions, associate satisfaction went up by 11 points year over year

JW Marriott Minneapolis Mall of America

Minneapolis, MN

Director of Room Operations, 342 rooms

December 2018-April 2021

- Overseeing operations of Front Office, Housekeeping and Loss Prevention departments
- Responsible for financials, budgeting, management hiring decisions, training and strategy for all departments under Room Operations teams
- Through strategy and action planning the Associate Engagement index for Housekeeping increased by 19 points and for Loss Prevention by 12 points from 2018-2019
- Breakthrough Leadership Property Champion: Through partnership with property coaches and changes in operational procedures was able to increase total hotel Associate Engagement Breakthrough Leadership index by 13 points from 2018-2019

Marriott Marquis Chicago

Chicago, IL

Front Office Manager, 1205 rooms

May 2017-December 2018

- Front Office department head of the Opening Team for the iconic Marriott Marquis Chicago – opened September 2017
- Collaborated with the Marriott Openings Team to ensure successful onboarding and training plan for all team members, including 60+ hosts and leaders
- Managed union and non-union associates throughout the union negotiations and post contract
- Oversaw operations of Front Desk, At Your Service, Fresh Bites, Bell/Door, Concierge and 6 Front Office Managers
- Responsible for financials, management hiring decisions and strategy for Front Office Department
- Became the #1 Marquis for Intent to Recommend within our first four months of opening, accomplishing brilliant Guest Satisfaction scores all around.

JW Marriott Minneapolis Mall of America*Front Office Manager, 342 rooms***Minneapolis, MN**

September 2015-May 2017

- Lead successful execution of hotel/departmental opening, including PMS installation, GuestWare installation and training, development of daily operations processes for hourly associates and leadership team, daily staffing guidelines for each discipline within the Front Office and Drake Biel Upsell rollout
- Managed union and non-union associates
- Oversaw operations of Reception, At Your Service, Bell/Door, Library Concierge and Front Desk Supervisors
- Responsible for all Front Office hiring, discipline, planning, accounting, scheduling and hotel forecasting
- JW Brand Champion, Marriott Rewards Coach, JW Wine Ambassador Lead and Mobile Guest Services Coach
- Cross-trained in housekeeping department at Minneapolis Marriott City Center as well as JW Housekeeping department

JW Marriott Indianapolis*Front Desk Manager, 1005 rooms***Indianapolis, IN**

June 2014- September 2015

- Managed a department of 60 plus including 12 supervisors
- Second Shift Manager On Duty; primary arrival manager
- Partnered with Event Management to ensure convention/group guests' experience was exceptional
- Hiring manager for the Front Office department
- Oversaw operations of Front Desk, At Your Service, Concierge, Executive Lounge and Front Office Supervisors

RECOGNITIONS, AWARDS & ACHIEVEMENTS

- 2025: Populus Denver named #4 on TIME Magazine's Top 100 places to visit in the World
- 2025: Populus Denver named Hotel of the Year on Esquire 2025 Best New Hotels list
- December 2023: Taskforce General Manager at Hotel Monaco Denver
- 2022-2023: HEI Women in Leadership Council
- 2019-2021: Continent Lodging Services Front Office Advisory Council Member Overseeing Midwest Market
- 2019-2020: AAA Inspector's Best of Housekeeping Hotel
- 2019: Hotel of the Year; Classic Luxury
- 2019: Adjunct Professor at Normandale Community College teaching Hospitality courses in partnership with the program leader
- 2019: Chosen to be a part of the Employee Labor Relations Rapid Response Team
- 2018: Continent Lodging Services Front Office Advisory Council Member Overseeing Chicago Market
- 2017 Hotel of the Year; Classic Luxury
- 2017 Guest Experience Award; The Americas
- Ended 2016, 2017 and 2018 as #1 JW Marriott in North America for Overall Guest Satisfaction
- 2016 Opening Hotel of the Year
- 2016 Conde Nast Best Hotels in the World Award 2016
- BLT Coach for implementation Q2 2016, Top BLT Performing Property for Q4 2016
- Facilitator of Leadership in Motion and JW Marriott Symphony of Service Training

EDUCATION

University of Nevada, Las Vegas

William F. Harrah School of Hotel Administration

*Degree: Bachelor of Science in Hotel Administration***Las Vegas, NV**

May 2014

Cornell University*Hotel Revenue Management Certificate***Online Certification**

Spring 2017

REFERENCES

Strong references available upon request