**Jiří Richter**

Experienced Incoming Travel Agency Manager & Internet Distribution Manager

**Specialities:**

Experienced in hospitality and travel + internet marketing.

Travel Agency Management, Travel Industry E-commerce and marketing.

**Professional experience:**

**May 2012 – Present** **Freelance Advisor for hotels and travel agencies**

Mostly long term cooperation with hotels.

**May 2018 – September 2018** [**Thomas Cook**](https://www.thomascook.com/) **– Service Representative**

Beautiful summer job to develop communication skills with groups and German language. I enjoyed Mallorca and Bulgaria - recommend instead of holiday!

**May 2015 – August 2015** [**Best of Travel Companies**](http://bestoftravel.cz/) **- Sales Director**

In charge of sales team (3 Booking Referents + Revenue Manager). Mostly contracting, internal process optimisation and strategic planning. Partners demanded person with fluent russian. Good experience with B2B.

**October 2007 – May 2012** [**Hotelpro Ltd.**](http://hotelpro.cz/common/home_en.html) **- an Internet Distribution Manager**

Management of internet distribution and web development for [7-4 centrally located hotels in Prague](http://www.smallcharminghotels.com/en/) Management of [Charming Prague Hotels](http://www.charming-prague-hotels.com/) + [Charming Krumlov Hotels](http://www.charming-krumlov-hotels.com/) (from contracting and dealing with hotels/partners to web development, marketing and team management)
Search Engine Optimisation management (SEO).
New Online Internet Reservation & Administrative System development.
New websites for hotels and agencies development.
Google PPC administration and management.
Internet Sales Procedures Optimalisation and management.
Competitive systems research.
Relationships with partners.
Agency services management and coordination.
Social networks coordination management.

**Goals achieved :**

* long-term operation & development of small OTA
* doubling number of reservations through websites of hotels we operated (within 1 year and than for 4 years)
* very successful development of online reservation system
* 1st place (or mostly up to 4th place) on Google for most important keywords for [BW Hotel Meteor Plaza](http://www.hotel-meteor.cz/en/) (for 3,5 years)

**April 2003 – April 2007** [**Interacta Travel**](http://www.hprg.cz/) **- Business Assistant**

The only higher business position in the company except owner included business agenda with cooperating hotels. In charge of locations Cesky Krumlov and Karlovy Vary (including contracting of new hotels). Revenue of the company grew rapidly from the time I came (started on standard position) to the company.

**June 2001 - Jan. 2002** **Kaufland** Czech republic as **Purchase Referent**

**Sept. - Dec. 1999** Economic chamber of the Czech republic on studying assistant

**practice**

**1998 - 2003** **Hotels** Alfa, Art Hotel Praha, Fort Roxy as **Receptionist**  (approx. 2 years)

**Education and training:**

1998 - 2000

Soukromá Vyšší odborná škola / Higher Business School, Lindnerova 575/1, Praha 8

1997 - 1998

Polyglot Language School, Mečislavova 8, Praha 4

1996 - 1997

Vyšší odborná škola cestovního ruchu / Higher School of Travel, Bítovská 1/1246, Praha 4

**Languages:**

English (fluent)

Polyglot Language School exams, courses, VOŠ absolutorium, 10 years of practice in travelling

German (good)

Polyglot Language School exams, International Certificate Conference and The Goethe-Institut (DEUTSH ALS FREMDSPRACHE zertifikat)

**Other skills:** driving licence

**Personal** **interests:** travel, fitness, psychology

**Date of birth:** 1976

**Nationality:** Czech

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