

Biography of Rachelle Marzorati



Rachelle Marzorati is a dedicated career woman. She has an enviable track record in the American hospitality industry. Marzorati received a National Restaurant Association Educational Foundation (NRAEF) Awards Scholarship in 2007. She was among the 26 beneficiaries; 24 students and two hospitality educators were awarded \$73,000 for the scholarship.

During her career, Marzorati volunteered for five years at the San Francisco Opera House while still working at the famous Inn At The Opera. Christened *The Victorian House*, she can tell a sweet tale of the memories of having opera dancers and singers in her beloved hometown. Her life is a fairy tale and a reality, too, that fortune always favors the bold.

For three decades, the American-born hotelier took up the challenge to become the best version of herself. She has put in the work, learning endlessly and expanding her desire for a better life by venturing into real estate.

At 55, Marzorati serves as the general manager of leading hotel brands in the US, as well as a property manager. She understands both sectors well and has some of the best ideas to keep them growing. Below is an exploration of how her career in the US hospitality industry has inspired dozens of people.

Education Background

Marzorati is an alum of San Francisco State University, where she graduated with a Bachelor of Science degree in hospitality management. The California-born native majored in hotel management, which incorporated a theoretical and practical approach to meeting the industry's ever-changing needs, eventually churning out industry leaders.

Marzorati's education provided her with a solid footing in the industry from the outset of her career, and she has since made the best out of it. As a leader and manager in different types of hotels, she saw the need to pursue a certification as a Hotel Administrator (C.H.A). The American Hotel and Lodging Association certified her in recognition of her operational and leadership skills.

As a Certified Hotel Administrator, she has continually used her skill set and education to enhance customer service, which is critical in hospitality. In addition, she works to excute the overall vision of the hotel. The core role of an administrator is managing and leading staff while reducing operational costs and improving efficiency.

In addition to hotel management, the 55-year-old is also a force to reckon with in the real estate sector, both as a property manager and multi-family realtor. Her hotel leadership and operations role exposed her to the lucrative industry, and she finally earned her Real Estate Certification in Florida.

Professional Work Title and Industry

Rachelle Marzorati is a hotel industry leader and equally successful in the real estate sector. She has served at various levels in the hospitality space, including as a general manager, rooms division manager, sales and marketing head, guest services manager, and housekeeping coordinator.

General Manager

As a seasoned American hotelier, she has stood out as an exceptional general manager at different hotels. Some of these include:

1. Comfort Inn & Suites
2. Extended Stay Hotel
3. Saratoga Oaks Lodge
4. Crown Plaza Cabana Hotel

Managing such property requires extreme sharpness in hotel management and administration. Her scope of work involved overseeing all the primary hotel operations, including:

- Selecting employees
- Developing employee capacity and retaining them

- Ensuring all facilities are running efficiently
- Effective and quality customer service
- Ensuring all operating controls are working
- Overseeing all preventive maintenance programs

Rooms Division Manager

Building on her experience as a skilled hotelier, she has also served as a Rooms Division Manager for a 340-room hotel. Again, her administration and management skills largely helped her execute renovation schedules and organize grand openings.

Perhaps most importantly, she used a motivation-centered approach to motivate and incentivize staff.

Property Management

Her role as a property manager at Proedge Properties, LLC, Rockrose, DRC, LLC, TF Cornerstone, and Brookfield borrowed heavily from her administration certification. She has overseen and handled:

- All background checks
- Contracts
- Property Marketing
- Insurance
- Deposit and rent collection
- Repair and maintenance

Moreover, she put together a plan that significantly upgraded the property from a two-star rating to a three-star rating. A part of this rating was a ripple effect of training and focusing on employee development. This involved training them on customer service, housekeeping, quality laundry services, and exceptional front desk operations.

Subsequently, she implemented the best revenue collection and posting system, which is fundamental to achieving bottom-line profits. Further, the gifted hotelier ensured that all rooms were inspected frequently, pest control was done on schedule, and preventative maintenance was executed without fail.

On an administrative level, she handled all cost and revenue margins and rolled out a property reporting system to keep things running smoothly. Her weekly reporting system promoted accountability and efficiency among staff.

Additionally, her leadership increased the average daily rate (ADR) by 8 percent. ADR refers to the mean income/revenue for every occupied room within a specified period. Achieving an 8% ADR indicated the hotel's financial strength was tremendously building.

Marzorati also introduced an accounting system handling billing and revenue collections to secure the hotel's financial standing.

Last, she effectively steered the hotel to brighter days by developing and monitoring annual budgets, tracking expenses, and overseeing its financial transactions.

Rachelle Marzorati has had a stellar career in the American hotel industry. In addition to her hotel management and administration roles, her 30-year career has integrated human resource aspects. She conducted staff appraisals and developed action plans for staff management. Her biggest success is ensuring all operations run smoothly while registering great profit margins. That's what makes her a global leader in the hospitality industry.