



Petra Estrada

Senior Concierge

Experienced in VIP guest relations, complaint resolution, and cross-department coordination across hotel and conference settings, with a 45.6% guest satisfaction improvement achieved by redesigning VIP itinerary planning and coordinating pre-arrival preferences. Over 6 years of concierge and front-desk work, including mentoring junior staff on ADA accommodation procedures and maintaining a 98.23% guest satisfaction rating through accurate local directions, dining referrals, and event recommendations.

Contact Information

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Education

BS Recreation and Sport Management
(Hospitality Management and Tourism concentration), Frostburg State University
Frostburg, MD | 2016 – 2020

Key Skills

- VIP Guest Relations
- Travel and Transportation Booking
- Microsoft Outlook
- Microsoft Excel
- Multi-Line Phone System
- ADA Accommodation Requests
- Complaint Resolution
- Local Area Knowledge
- Cross-Department Coordination
- Guest Satisfaction Surveying

Professional Experience

SENIOR CONCIERGE | ALLEGHENY RIDGE HOTEL AND CONFERENCE CENTER, CUMBERLAND, MD 2023 – PRESENT

- Raised guest satisfaction improvement by 45.6% over 8 months by redesigning VIP itinerary planning and coordinating pre-arrival preferences with housekeeping and dining teams.
- Reduced service complaints from 48 to 21 per month by calling guests within 90 minutes of check-in to confirm room conditions and resolve issues before escalation.
- Mentored 3 junior concierge staff on ADA reasonable accommodation procedures, cutting average request-resolution time from 18 minutes to 11 minutes.
- Booked airline tickets, rental cars, and shuttle transfers for an average of 37 guests per week using Microsoft Outlook and a multi-line phone system.

CONCIERGE | POTOMAC BLUFF SUITES, FROSTBURG, MD 2021 – 2023

- Maintained a guest satisfaction rating of 98.23% across 4 quarterly reviews by providing accurate local directions, dining referrals, and event recommendations.
- Lowered service complaint volume from 34 to 19 incidents per month by tracking recurring issues in Microsoft Excel and briefing the front-desk team each morning.
- Performed temporary office duties including filing, supply ordering, and invoice verification during a 6-week staffing gap, keeping administrative backlogs under 2 days.

FRONT DESK ASSOCIATE | SAVAGE RIVER LODGE AND SPA, GRANTSVILLE, MD 2020 – 2021

- Improved guest satisfaction survey results from 3.6 to 4.1 on a 5-point scale by greeting arrivals within 45 seconds and confirming special requests at check-in.
- Arranged shuttle pickups and rental-car reservations for an average of 23 guests per day, confirming each booking by phone within 30 minutes.

- Provided turn-by-turn directions to 9 regional attractions daily, compiling a reference binder of 63 local venues updated every quarter.