

Ashley Garcia

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Profile

I am a versatile and driven professional with 5 years of experience in hospitality and customer service. I excel in communication, leadership, and problem-solving and am confident in my ability to adapt quickly and deliver high-quality service in dynamic, client-facing environments. I hold a B.S. in Psychology with a minor in Marketing and I am currently pursuing an MBA with a concentration in Marketing. I am passionate about leveraging consumer insights and behavioral strategies to support impactful marketing and sales initiatives.

Education

M.B.A. IN MARKETING | AUGUST 2026 | UT-RIO GRANDE VALLEY

B.S. IN PSYCHOLOGY, MINOR-MARKETING | MAY 2025 | UT-RIO GRANDE VALLEY

A.A. IN GENERAL CORE | MAY 2022 | TEXAS STATE TECHNICAL COLLEGE-HARLINGEN, TX

Experience

SKY SUITES REPRESENTATIVE | ARIA, MGM RESORTS INTERNATIONAL | APRIL 2025 – PRESENT

- Deliver luxury, personalized service to high-end guests in ARIA's exclusive Sky Suites.
- Manage guest-check ins, reservations, and special requests with professionalism and discretion.
- Coordinate with concierge, butler, and front desk teams to ensure a seamless guest experience.
- Handle high-pressure situations with poise resolving concerns quickly and efficiently.
- Build lasting relationships with VIP clientele through attentive service and strong communication.

HEAD BARTENDER | DRIFTWOOD LANDING | OCTOBER 2020 – JANUARY 2025

- Led and mentored a high-performing bar team, ensuring top-tier service and operational excellence.
- Managed inventory and streamlined operations, improving efficiency and functionality.
- Created signature cocktails and revamped menus, driving increases in sales and customer satisfaction.
- Tracked sales data, handled cash flow, and implemented cost-saving strategies to maximize profitability.
- Built loyal customer relationships through personalized service and proactive problem-solving.
- Planned and executed special events, boosting foot traffic and enhancing customer engagement.

BARTENDER | BAR LOUIE SPI (COURTYARD by MARRIOTT) | DECEMBER 2019 – AUGUST 2021

- Delivered exceptional customer service, crafted personalized drink experiences for guests.
- Maintained bar inventory and optimized operations in a high-demand environment.
- Upsold premium beverages, increasing sales revenue by 20%.
- Processed complex transactions with zero discrepancies and balanced registers daily.
- Trained new bartenders, ensuring consistent service standards and team success.
- Resolved customer concerns, transforming challenges into repeat business.

FRONT DESK/CUSTOMER SERVICE | KOA HOLIDAY SPI | MAY 2019 – JANUARY 2020

- Assisted guests with reservations, check-ins, and inquiries, ensuring a smooth experience.
- Handled transactions with 100% accuracy for campground services and retail items.
- Boosted customer satisfaction, earning recognition for exceptional service.
- Resolved guest concerns through problem-solving and conflict resolution.
- Used campground management systems to streamline operations and improve efficiency.

Skills & Abilities

- Marketing and Consumer Insights- applying psychology to analyze consumer behavior and optimize strategies.
- Sales and Consumer Engagement- five years of customer service experience, communication, and problem solving
- Digital Marketing and Content- social media, content writing, campaign creation, and team collaboration.
- Market Research and Analysis- identifying trends and leveraging data to improve marketing efforts.
- Technical Proficiency- Microsoft Office, CRM tools, AI and Automation tools, Basic HTML.
- Project Management and Communication- relationship building, creating marketing strategies and campaigns.