

Melissa Morgan

Hospitality Management, Sales, Marketing, Community Outreach and Operations Director
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Personal Summary

I serve as a successful, warm and engaging leader who specializes in strong customer relations, community/industry outreach and hospitality management. I hold 10 years of experience in Sales, Marketing, Events, Business Development and Operations Management including Private Club Management, Trade show and Convention Management and Executive Event Logistics Management in the hospitality industry. I pride myself in being an approachable leader who builds and manages high performing teams by finding solutions, takes ownership, shows empathy, patience, and has excellent collaboration skills with all members of the team and across organizational boundaries. I am a proud organizational representative, community outreach and customer relations manager with an open-door policy and prides myself on building strong relationships with my clients, stakeholders, and teams to achieve organizational goals. I believe that attitude is infectious and that creating and maintaining a positive culture is of the upmost importance. I am also a proud veteran having served in the United States Air Force.

Work Experience

River Oaks Country Club

Houston, TX

Clubhouse Manager (Operations Director) June 2023 – June 2024

Operations Director with full P&L and managerial oversight of 5 departments within the club to include A la Carte service (6 dining outlets), a 24-hour armed Security team, Safety, the Front Desk/Reception team, and our Valet team. River Oaks has an overall club annual revenue of \$40M with \$14M alone in food and beverage. ROCC is also home to the U.S. Men's Clay Court Championship which is an annual ATP Tour tennis tournament of which I worked directly with the tournament director during the event planning and execution process overseeing club security and safety and hospitality service to name a few. The club consists of 7 kitchens, 16 racquet courts, a membership community of 4,800 members and their families, 80-100 private events weekly, and employs a staff of up to 500 during peak season.

Cincinnati Country Club

Cincinnati, OH

Food and Beverage Director April 2022 – June 2023

Responsible for oversight of a year-round Food and Beverage operation and lead the catering, banquets and events team across multiple outlets at a historic club that hosts 850 members. Responsible for creating and maintaining the budget for the Food and Beverage department to include entertainment and private and club events. Lead a team of 10 direct reports and embodies a positive culture within all staff. Serves as the customer relations manager and front face of the clubhouse food and beverage operation to the membership and acts on any food, beverage or service complaints to ensure that the membership receives a top-notch dining experience.

Maketewah Country Club

Cincinnati, OH

Membership and Marketing Director September 2020 – April 2022

Responsible for all membership sales and marketing, overseeing the communications team and serving as the front face and customer relations manager of Maketewah Country Club which is a historic golf centric club that serves as US Open qualifier course. During my time at Maketewah, I exceeded my sales targets every month, building a waitlist and then focused on retaining those waitlisted members by holding golf outings and prospecting events. I also led the membership committee as well as put new policies and procedures in place to streamline the application and approval process, raising initiation fees and eliminating membership classifications that were not a relevant source of revenue for the club all while undergoing a major renovation of the clubhouse and golf course.

Ivy Hills Country Club

Cincinnati, OH

Director of Sales and Marketing January 2019-September 2020

Responsible for all club marketing and communications as well as marketing and sales of all private events at the club and serving as a relationship manager for the organization within the local community. In this role, I also was solely responsible for managing reservations and operations of all overnight accommodations and rooms in our onsite rental home. On top of marketing and selling all private events, I also oversaw operations of private events and led the participation of all trade shows and wedding industry events in order to boost sales and build relationships within the community. By redirecting the marketing efforts, getting involved with community organizations such as the Chamber of Commerce, participating in bridal shows, and even B2B sales, I increased private event bookings by 111% within my first 10 months in the role. I led lead generation and customer acquisition efforts for all club events and aided in corporate membership outreach efforts.

Elite Catering and Events

Event Director 2018-2019

Responsible for event sales, coordination, menu creation and overall execution for on and off sight corporate events and weddings.

National Aviation Hall of Fame

Museum of the United States Air Force, Dayton, OH

Office and Events Manager 2014-2018

Responsible for tradeshow, convention and event logistics in the aviation, airline and aerospace industries promoting membership, building relationships with industry influencers to promote the organization, brand awareness, products and services. Tradeshow and Air Show participation included NBAA, Oshkosh, Sun N Fun, and planned/executed other aviation VIP events to build relationships with existing sponsors, promote the organization to new potential sponsors and honor past enshrines who come from both the military defense, aerospace and the private aviation industry. I regularly participated in executive and board of director's meetings and briefings and represented the organization within the local military and government communities and was responsible for tradeshow budgets, project/timeline management, revenue generation and worked directly with the venue being responsible for booth design and venue selection for other VIP receptions and served as a relationship manager within the organization.

United States Air Force

Travis AFB, Fairfield, CA

1998-2000

Active-Duty Service

Formal Education

M.H.M., Master of Hospitality Management, University of Houston, Conrad N. Hilton College of Global Hospitality Leadership (Aug., 2025)

B.S., Bachelor of Science, Applied Management, Ohio University

Volunteer History

USGA

Co-Chairman Corporate Hospitality

US Senior Women's Open; 2022

Air Force Association

Air Force Ball Planning Committee; 2018-2022

Club Management Association of America

Corporate Relations National Committee; 2024

Chapter Relations National Committee; 2023

Club Executive of the Year Selection National Committee; 2022

Communications/Magazine National Committee; 2021