

# KEITH BROPHY

## *Curriculum Vitae*

3753 Morehead Lane, Pulaski, Virginia  
(703) 395- 8020  
profbroph22@vt.edu

### CURRENT POSITION

August 2022 - Present     Visiting Instructor, Virginia Tech, Howard Feiertag  
Department of Hospitality & Tourism Management

### EDUCATION

2005                     M.S.H.T, Hospitality and Tourism Management  
University of New Orleans  
*Thesis: Assessing the Efficacy of Guest Loyalty Programs in the  
Hotel Industry: a Case Study of Kimpton Hotels*

2005                     M.B.A.,     University of New Orleans

1998                     B.A. Communication, Empire State College

### PROFESSIONAL EXPERIENCE

2017 – 2023     Senior Director Omnichannel Strategies, Milestone  
2013 - 2017     Senior Director of Digital Marketing, PM Hotel Group  
2011 - 2013     Regional Director of Ecommerce, Pyramid Hotel Group  
2008 - 2011     E-Commerce Marketing Manager, Crestline Hotels and Resorts  
2005 - 2008     Manager of CRM, Kimpton Hotels and Restaurants  
2003 - 2005     Reservations Manager,     Revenue Analyst, Hotel Monaco New  
Orleans  
2002 - 2003     Guest Services Manager, Hotel Monaco New Orleans  
2001 - 2002     Chef Concierge, Hotel Monaco New Orleans  
1998 - 2001     Concierge, InterContinental Hotel New Orleans  
1997 - 1998     Restaurant Manager, Veranda Restaurant  
1996 - 1997     Catering Sales Manager, Louis XVI Restaurant Francais  
1994 - 1996     Banquet Manager, Belhurst Castle

### UNIVERSITY TEACHING EXPERIENCE

#### *Undergraduate courses*

- 1) International Tourism | Virginia Tech (Spring 2023)
- 2) Financial Management and Cost Control for Hospitality Organizations |  
Virginia Tech (Spring 2023)

- 3) Information Technology and Social Media for Hospitality | Virginia Tech (Spring 2023)
- 4) Market Data Analysis | Virginia Tech (Fall 2022)
- 5) Information Technology and Social Media for Hospitality | Virginia Tech (Fall 2022)
- 6) Hospitality Facilities, Operations, and Maintenance | University of Maryland Eastern Shore (Winter 2019)
- 7) Marketing Hospitality and Leisure Services Credit | University of Maryland Eastern Shore (Spring 2019)
- 8) Marketing Hospitality and Leisure Services Credit | University of Maryland Eastern Shore (Fall 2011)
- 9) Business Communications | Stratford University (Spring 2010)
- 10) Revenue Management and Ecommerce | Stratford University (Fall 2009)
- 11) Hospitality Marketing | University of Northern Virginia (Summer 2009)
- 12) Hospitality Marketing | Stratford University (Spring 2009)
- 13) Front Office Operations | Stratford University (Fall 2008)
- 14) Hospitality Marketing | Stratford University (Fall 2007)
- 15) Marketing Hospitality and Leisure Services Credit | University of Maryland Eastern Shore (Fall 2011)

## **PUBLICATIONS**

- 2023 “The Virginia Consumer Data Protection Act: What You Need to Know” Milestone Blog, January
- 2022 “Planning Your 2023 Digital Marketing Budget” Milestone Webinar, November 2022
- 2021 “Hotel Strategies to Increase Traffic and Revenue” Milestone Blog, December
- 2021 “Digital Marketing and SEO News, Trends & Technology.” Milestone Blog. February.

## **INVITED TALKS, LECTURES, AND WEBINARS**

- 2021 “Entity Search and Introduction to Google Analytics.” Howard Feirertag Department of Hospitality and Tourism Management, Virginia Tech, September 20
- 2021 – “Organic Strategies to Book Direct.” Howard Feirertag Department of Hospitality and Tourism Management, Virginia Tech, September 9
- 2021 “Hotel Budget Planning During a Pandemic” Milestone. September.

## **CONFERENCES**

### ***Panel Discussion Moderation***

- 2021 “Panel: What Has the Pandemic Taught Us? Listen To Top Hospitality Industry Executives.”. Engage 2021. Virtual Digital Marketing Summit, September 14

### ***Podium Presentations***

- 2020 Keith Brophy, Dev Kurbur, Rachel Alvarado, Selin Soyak. "Case Studies and Customer Success Stories" Engage 2020. Virtual Digital Marketing Summit. November 12
- 2019 Keith Brophy, Dev Kurbur, Rachel Alvarado, Priya Ragavir, Shahad Goswami. "Case Studies in Omnichannel Marketing" Engage 2019. Santa Clara, CA . August
- 2018 Keith Brophy, Alyssa Reck, Courtney Ewing. "Case Studies and Customer Success Stories" Engage 2020. Virtual Digital Marketing Summit. August

### ***Papers Presented***

- 2005 - "The Cost of Loyalty: A Look at the Profitability and Investment Return on Today's Guest Loyalty Programs." National Hospitality Graduate Students Conference, January date?

### **Webinars/ Business Articles Published**

**2021 - "Digital Marketing and SEO News, Trends & Technology". Milestone Blog. February.**

**2021 - "Hotel Budget Planning During a Pandemic" Milestone. September.**

### **Podium Presentations**

**2020 - Keith Brophy, Dev Kurbur, Rachel Alvarado, Selin Soyak. "Case Studies and Customer Success Stories" Engage 2020. Virtual Digital Marketing Summit. November 12**

**2019 - Keith Brophy, Dev Kurbur, Rachel Alvarado, Priya Ragavir, Shahad Goswami. "Case Studies in Omnichannel Marketing" Engage 2019. Santa Clara, CA . August**

**2018 - Keith Brophy, Alyssa Reck, Courtney Ewing. "Case Studies and Customer Success Stories" Engage 2020. Virtual Digital Marketing Summit. August**

### **TEACHING EXPERIENCE**

## *University*

### *Undergraduate courses*

16) Hospitality Facilities, Operations, and Maintenance, University of Maryland Eastern Shore (Winter 2019)

Marketing Hospitality and Leisure Services Credit, University of Maryland Eastern Shore (Spring 2019)

Marketing Hospitality and Leisure Services Credit, University of Maryland Eastern Shore (Fall 2011)

Business Communications, Stratford University (Spring 2010)

Revenue Management and Ecommerce, Stratford University (Fall 2009)

Hospitality Marketing, University of Northern Virginia (Summer 2009)

Hospitality Marketing, Stratford University (Spring 2009)

Front Office Operations, Stratford University (Fall 2008)

Hospitality Marketing Stratford University (Fall 2007)

Marketing Hospitality and Leisure Services Credit, University of Maryland Eastern Shore (Fall 2011)

## SERVICE

2022- Present Prince George's Community College Hospitality and Culinary Arts Advisory Panel

2022- Present The George Washington University School of Business Digital Marketing Program Advisory Council

2015- 2020 - YRUU Youth Advisor, Mount Vernon Unitarian Church

2013- 2019 - Webmaster, Mount Vernon Unitarian Church

2013- 2019 - Communications Council, Mount Vernon Unitarian Church

2011 – 2013 -Board of Trustees, Mount Vernon Unitarian Church