

GABRIELS VISKARS

WORK EXPERIENCE

HBENCHMARK (Hospitality Data Intelligence company)

Vicenza, Italy (Remote)

Project Manager & Hotel Revenue Analyst

Mar 2023 – Present

- Spearheaded the management of multiple projects across key destinations, including Ticino (Lugano, Locarno, Bellinzona, and Mendrisio), Livigno, Bormio, Valle d'Aosta (La Thuile, Gressoney and Ayas), North Piedmont, and Genova, ensuring timely delivery and client satisfaction.
- Analyzed 8 destination-specific data to identify trends and opportunities, providing actionable insights to improve hotel performance and competitiveness.
- Collaborated with over 10 hotel clients to optimize revenue strategies, enhancing sales channel efficiency and driving measurable growth.
- Developed and presented data-driven strategies that improved operational efficiency, contributing to the success of hospitality businesses in Ticino, Livigno, Bormio, Gressoney and Ayas.

GABRIELS VISKARS - OWN FIRM

Milan, Italy

Independent Sales Consultant

Jan 2022 – Dec 2022

- Established and managed an independent business offering paid webinars and informational products to over 30 clients.
- Developed and delivered high-quality content tailored to client needs, ensuring satisfaction and repeat business.
- Orchestrated all aspects of the business, including product development, marketing, and client acquisition.
- Built and maintained strong client relationships, fostering loyalty and long-term collaboration.

SKILLS, CERTIFICATIONS AND INTERESTS

Technical: PMS (Passepartout and 5Stelle), Booking Engine (SimpleBooking and BeGain): advanced proficiency

Microsoft Excel & Google Sheets and Google Scripts: advanced proficiency

Languages: mother tongue italian, russian, and latvian, english C1 level, german B2 level

Certifications: International Financial Reporting (Hochschule Neu-Ulm) - Final GPA: 1.0/1.0

Interests: stock market, cryptocurrencies and blockchain technology

EDUCATION

University of Applied Sciences and Arts of Southern Switzerland (SUPSI)

Lugano, Switzerland

Bachelor of Applied Sciences, Leisure Management

Sep 2020 - Dec 2023

Final GPA: 5.5/6

Relevant coursework: Revenue Management & Pricing Strategies, Financial Reporting, Business Models

High School "Vittorio Sereni"

Luino, Italy

Scientific High School Program

Sep 2015 - Jun 2020

UNIVERSITY PROJECTS

SUPSI STUDENT ASSOCIATION

Vice President & Event Manager

Jun 2021 - Dec 2022

- Directed and managed student association events, engaging over 200 participants and fostering a vibrant community culture.
- Spearheaded the planning and execution of 5 events, ensuring alignment with student interests and organizational goals of the Association