

Ingrid Vander Ploeg

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PROFESSIONAL PROFILE

Creative and result-driven entrepreneur and communication specialist with 25+ years of experience in hospitality and tourism. Skilled in leadership, web and content development, communication strategy, customer service, teambuilding, and project management. I possess bilingual fluency in English and Dutch. Passionate about joining a communication team, project, or graduate internship within a company that aims to empower people to grow their physical and/or spiritual health.

WORK EXPERIENCE

Brickhouse 737

Jun 2016- Present

Web and Social Media Manager, Co-owner

Ouray, CO

Developed the restaurant's website and marketing channels. Created local partnerships with stakeholders to increase online exposure and gross revenue. Supervised and trained staff as primary host and implemented service protocols, leading to increased positive reviews and teamwork. Led marketing and community outreach initiatives, including in-depth research and a strategic communication plan in collaboration with Visit Ouray.

Dutchness LLC

Feb 2019- Present

Property owner

Ouray, CO

Managed day-to-day operations of vacation rental property, ensuring an exceptional guest experience and optimal occupancy rates. Maintain booking and marketing platforms. Manage contracts, tax documentation, and invoices. Overseeing maintenance and cleaning staff.

China Clipper Inn- B&B

Aug 2009- Jan 2019

Co-owner/ Proprietor

Ouray, CO

Managed and directed the operations of the China Clipper Inn, a 13-room B&B: implemented and maintained bookings, website, and social media platforms. Oversaw innkeepers, housekeeping, and maintenance staff. Managed vendor contracts, tax documentation, and bookkeeping. Launched marketing campaigns and events, growing gross revenue by 20% during ownership.

MSU Denver - Counseling Center

Jan 2007- Jun 2009

Administrative Assistant III

Denver, CO

Assisted the Director and supervisors with the department's administrative activities and coordinated various administrative projects.

Netherlands Board of Tourism and Conventions

Aug 2000- Oct 2006

Project Manager and Editor

The Netherlands

Led several projects to redesign the websites for the Netherlands Board of Tourism & Conventions. Managed a team of content and web developers to deliver project planning on time and within budget. Collaborated with editorial staff, sales and marketing department, IT department, and international offices to increase NBTC's media exposure and support strategic marketing initiatives. Developed websites and edited content.

EDUCATION

Colorado State University

Jan 2024- Expected Dec 2027

M.S. in Communication and Media Management

Fort Collins, CO

- G.P.A. 4.0

- Relevant coursework: Strategic Digital Communication, Corporate Web Design and Management, Digital Media Writing and Production.

InHolland University of Applied Sciences

1996 - 1999

B.S. in Communication and Media

Rotterdam, the Netherlands

- L'IFI ESC Rouen Group: B.A. International Exchange Program, 2 semesters

Rouen, France

ADDITIONAL

- Software skills: Microsoft Office, Photoshop, QuickBooks. CMS: Tridion and WordPress. Program languages: HTML 5 and CSS.
- Personal skills: Problem-solving, curiosity, adaptability, and meticulous attention to detail.
- Certifications: Hootsuite, Google Analytics, and PRINCE2 Foundation.
- Interests: Trail running, photography, writing poetry, Sudoku puzzles, skiing, reading, and meditation.