

The background image is a dark, atmospheric photograph of a resort building with a red-tiled roof and white columns. Tall palm trees are in the foreground, and a yellow speed bump sign with the text 'CAUTION SPEED BUMPS 10 MPH' is visible in the lower right. The overall tone is professional and sophisticated.

PEDRO GOMEZ-FACCIO

Marketing that earns attention and moves the business.

SELECTED PROPERTY MANAGEMENT ♦ HOSPITALITY WORK

Commercial strategy · brand systems · digital experience · marketplace growth

Prepared for Marketing Director consideration

East Sister Rock: a premium asset translated into a defensible value story

The appraisal combined property detail, market context, income evidence, and comparable-sales logic into a client-ready 37-page report.



\$11M

INDICATED VALUE

Sales comparison approach

2,304

MAIN RESIDENCE SQ FT

Three bedrooms · two baths

DISTINCTIVE PROPERTY CHARACTERISTICS

- Private island setting with dock access
- Pool, guest house, and resort-style outdoor spaces
- Solar and wind systems supporting island operations

The report made the economics visible — not just the property

Key operating evidence was surfaced alongside the valuation so decision-makers could assess both asset quality and income potential.

\$225,916

DOCUMENTED RENTAL INCOME

Partial-year total, January 3 through June 5

\$167,954

ANNUAL OPERATING INCOME

Based on the report's operating statement

\$9,609

NET MONTHLY CASH FLOW

After housing expense in the report model

VIEWABLE DELIVERABLE

Full East Sister Rock Appraisal Report

The complete 37-page PDF is included with this portfolio and available as a standalone download in the web version.

VIEW FULL REPORT

A property experience becomes a brand when every guest touchpoint connects

Venue, food, beverage, digital merchandising, and campaign creative were treated as one connected operating system.



D1 · PROPERTY + RESTAURANT EXPERIENCE



COCKTAIL DIRECTION



MENU MERCHANDISING



GUEST EXPERIENCE

Only consented work is included — privacy is part of the operating discipline

To deliver quickly and responsibly, this selection is limited to property-management and hospitality clients who expressly consented to sharing work and results.

6. PRIVACY AND CONFIDENTIALITY

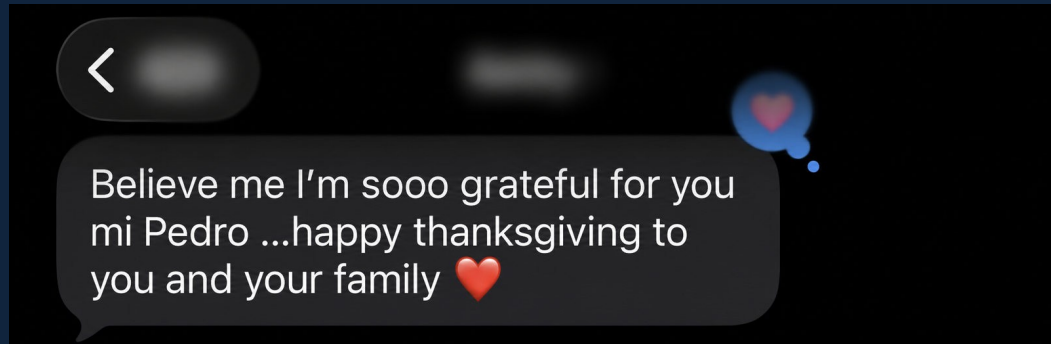
- Faccio Consolidated will not publicly disclose, reference, or announce its affiliation with [REDACTED] Restaurant Group in any public-facing marketing material, case study, portfolio, social media post, or professional profile without first obtaining written consent from the Client.
- Faccio Consolidated will hold all Client financial, operational, and strategic information in strict confidence and will not share or sell such information to any third party, except to law enforcement in the event of criminal misconduct.
- In order to accurately measure return on investment, Pedro Gomez-Faccio may request relevant business and reservation data from the Client. All such information will be stored securely and deleted from electronic records once analysis is complete.

PRIVACY CLAUSE EXCERPT

- Written client consent before public-facing portfolio use
- Financial, operational, and strategic information held in strict confidence
- Relevant business data stored securely and deleted after analysis
- Names, dates, platform labels, and private identifiers blurred where requested

Property-management and hospitality relationships built on trust

The work was not delivered as isolated creative — it was carried through in close partnership with client teams.



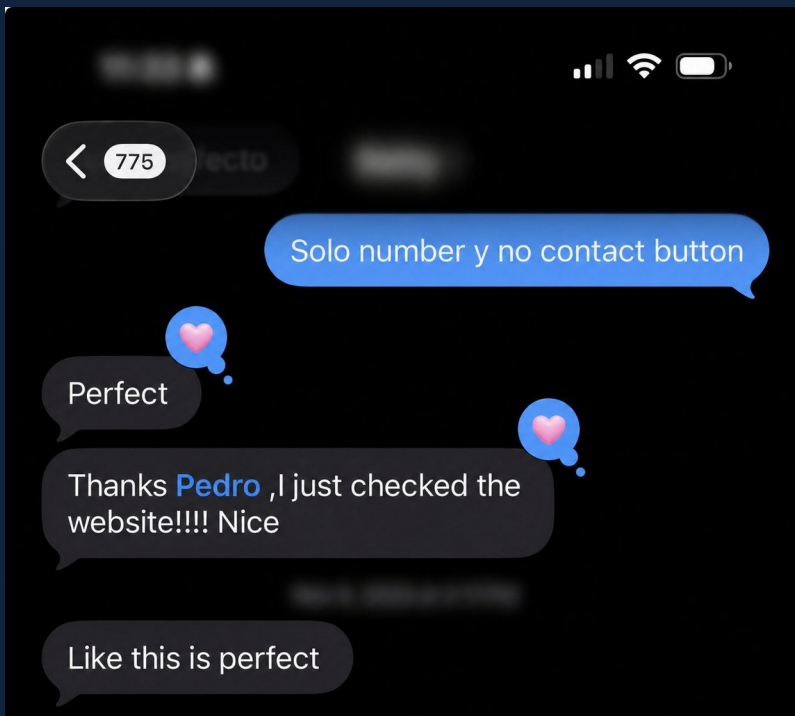
LONG-TERM RELATIONSHIP FEEDBACK



CLIENT PARTNERSHIP FEEDBACK

Fast approvals came from understanding the business context

Feedback shows a consistent pattern: direct communication, rapid iteration, and creative that felt ready to use.



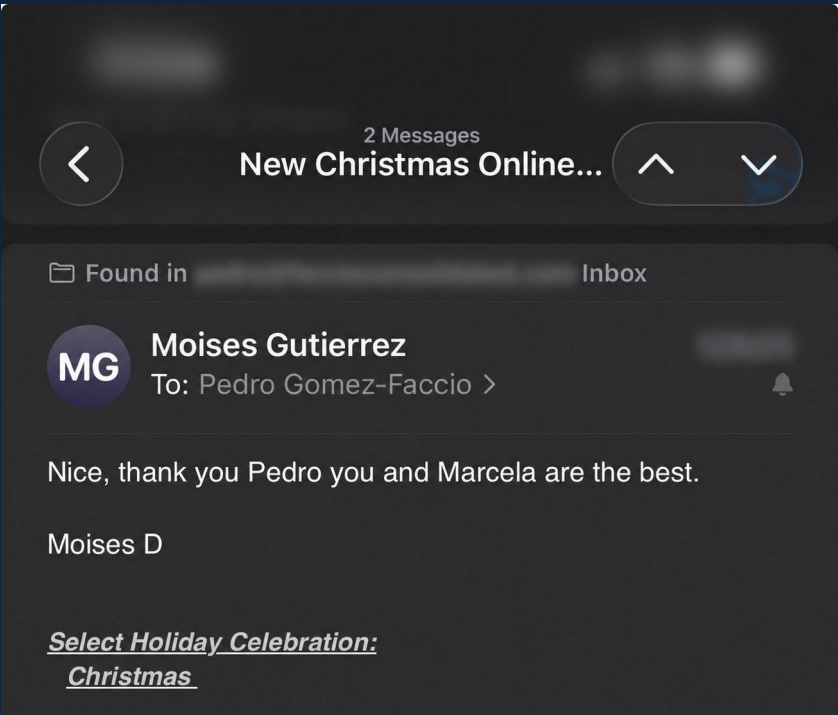
WEBSITE IMPLEMENTATION APPROVAL



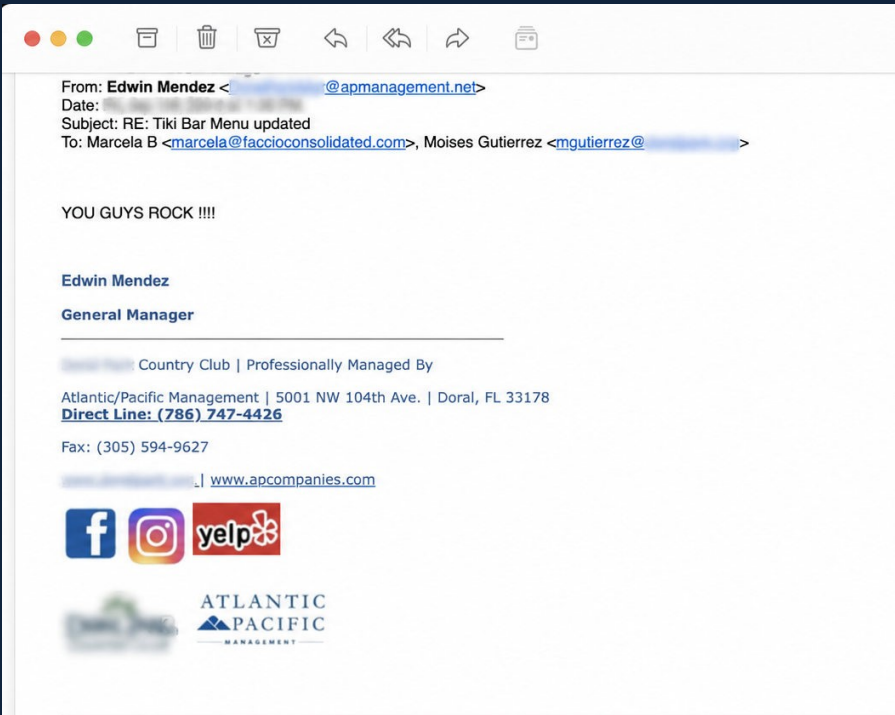
PHOTOGRAPHY SUPPORT FEEDBACK

The same standard carried from project delivery into daily client communication

These property-management and hospitality messages are shown at a readable size with requested private details removed.



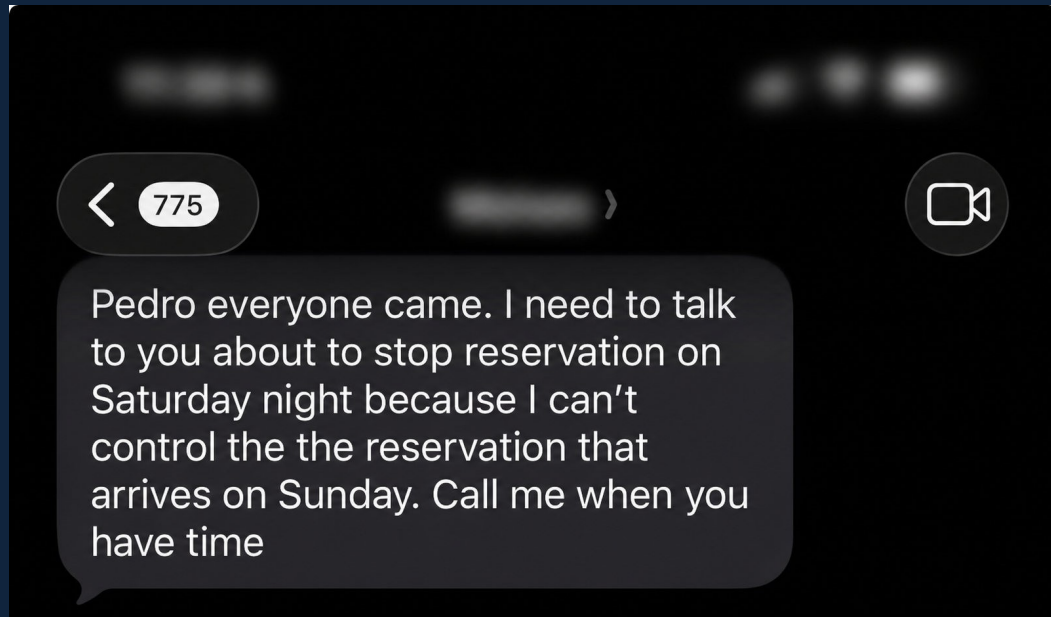
EMAIL FEEDBACK



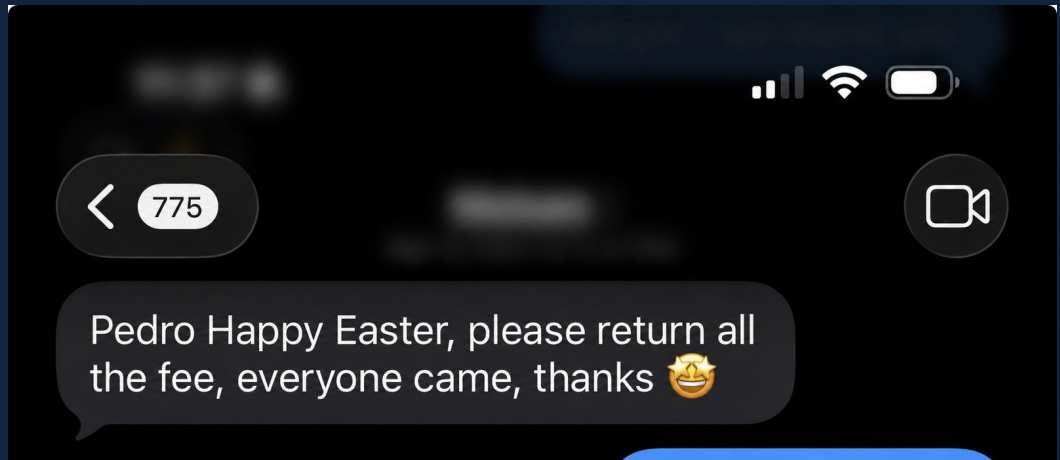
ATLANTIC / PACIFIC MANAGEMENT FEEDBACK

Demand generation was visible in the client's own words

The clearest proof was operational: full events, reservation controls, and clients asking to stop additional demand.



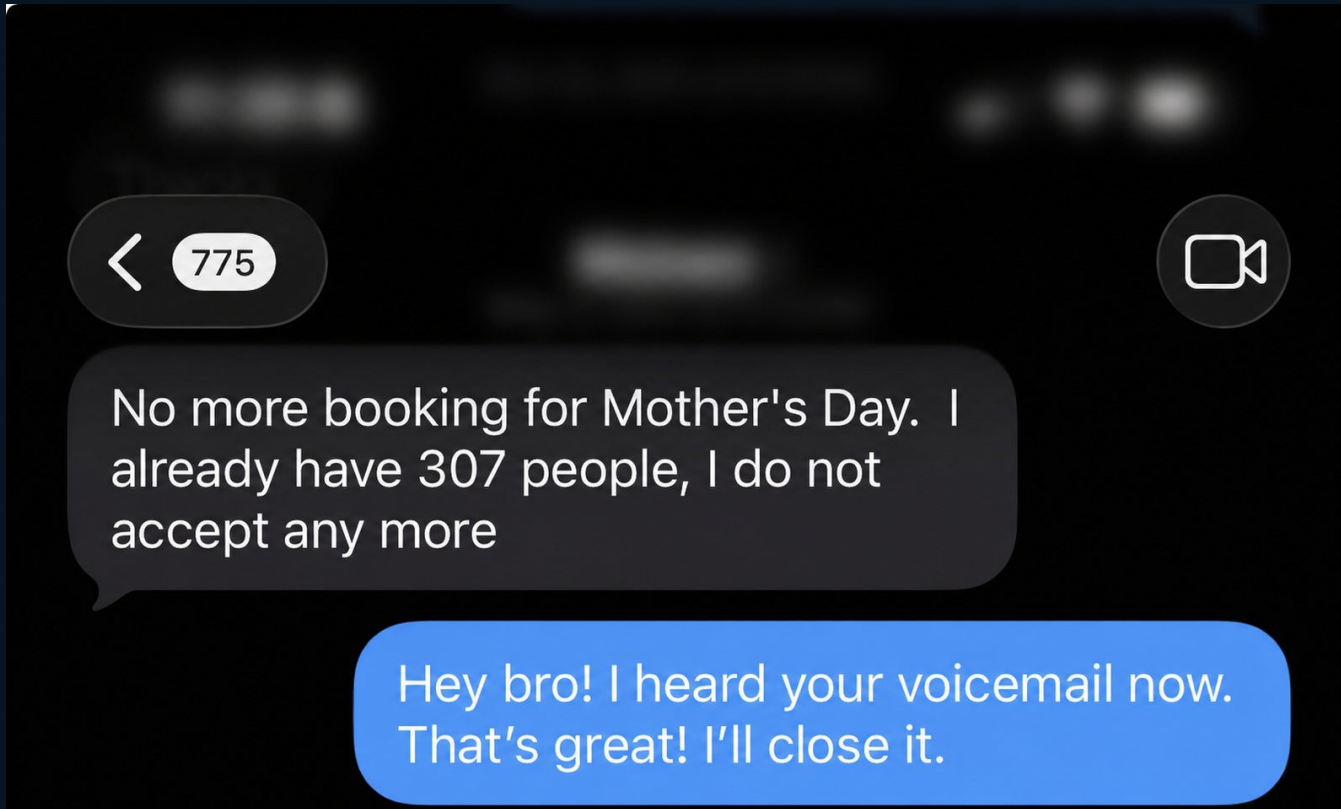
DEMAND EXCEEDED OPERATING CAPACITY



HOLIDAY TURNOUT CONFIRMED

307 Mother's Day reservations — then the client closed bookings

This is the practical endpoint of hospitality marketing: enough qualified demand that operations, not awareness, becomes the constraint.



307

RESERVATIONS REPORTED

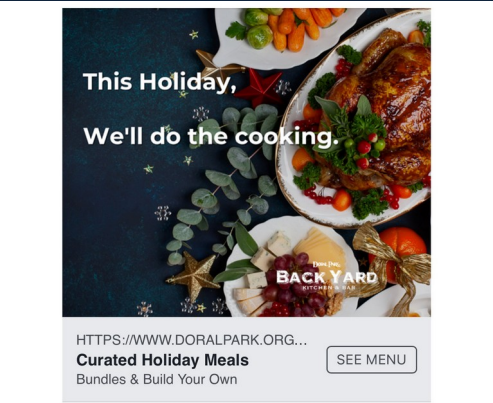
Mother's Day capacity reached; no more bookings accepted

"I already have 307 people, I do not accept any more."

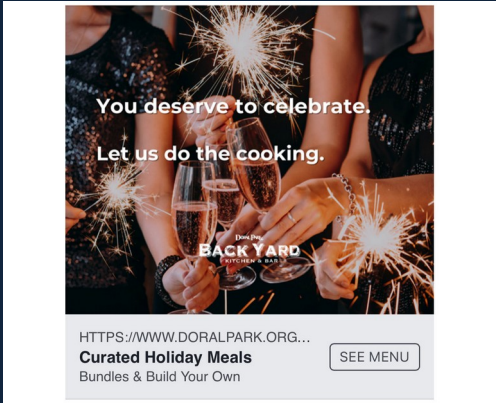
CLIENT-REPORTED OPERATING RESULT

Holiday concepts were adapted into a coherent multi-format campaign system

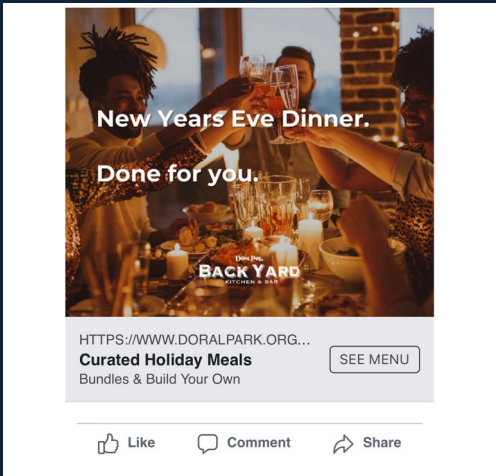
The same proposition was translated across feed, story, event, and conversion placements while protecting visual consistency.



THANKSGIVING OFFER



HOLIDAY CELEBRATION



NEW YEAR'S EVENT

Ad Name	Quality Ranking Ad Relevance Dis...	Engagement Rate Ranking Ad Relevance Dis...	Conversion Rate Ranking Ad Relevance Dis...
v1 Video New Year	—	—	—
v1 Cooking Story	—	—	—
V1 Holiday Carousel	Above average	Average	Above average
v1 Holiday Feed	—	—	—
v1 Wood Story	—	—	—
v1 Christmas Stories	Above average	Above average	Above average

DIGITAL PLACEMENT

Creative decisions were tied to conversion and repeatable execution

Campaign work was organized around a clear offer, channel role, operating capacity, and the next measurable action.

01

Offer

What makes the guest act now?

02

Format

How should the idea adapt by placement?

03

Friction

What blocks reservation or purchase?

04

Result

What signal confirms the campaign worked?

“Everyone came.”

THE OPERATIONAL OUTCOME THE CLIENT REPORTED AFTER A HOLIDAY CAMPAIGN

Cocktail photography made the bar program feel intentional and premium

Lighting, color, garnish, and environment were used to turn individual drinks into a coherent guest proposition.



CLASSIC SERVICE



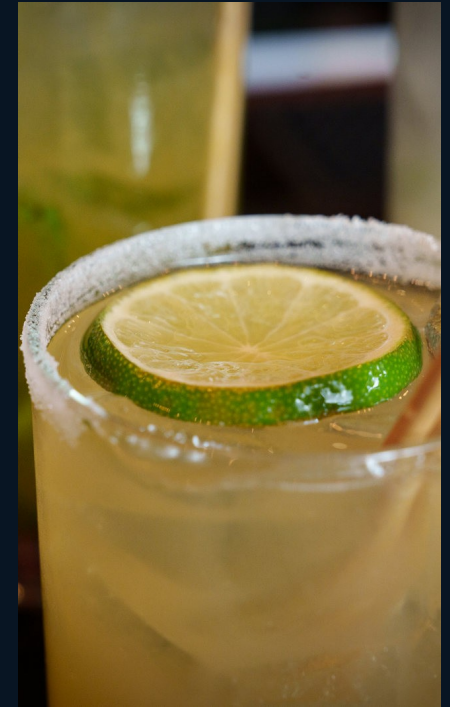
COLOR STORY



SIGNATURE COCKTAIL



BAR ATMOSPHERE



SEASONAL DETAIL

Food photography translated menu breadth into appetite and clarity

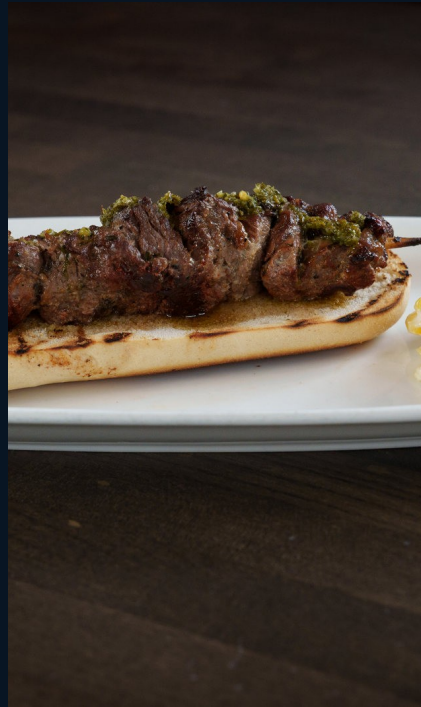
Different categories were given enough visual range to support social content, web merchandising, and menu launches without losing the brand voice.



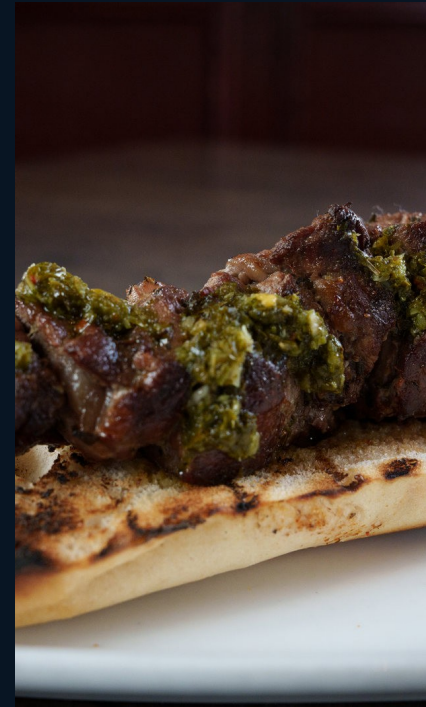
SHAREABLE PLATE



CHEF DETAIL



FRESH PRESENTATION



GRILL STORY



SIGNATURE BURGER

Entrées and occasion-led menu content supported both discovery and conversion

The photography system carried from everyday menu items into brunch and special-event merchandising.



ENTRÉE



BRUNCH



CHEF PLATE



SEASONAL



COMFORT



GRILL



WINE



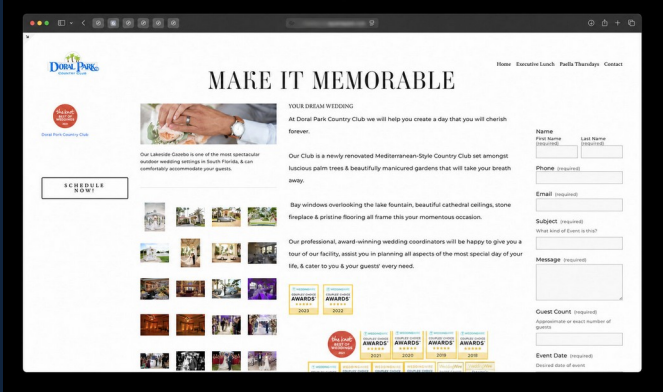
DESSERT



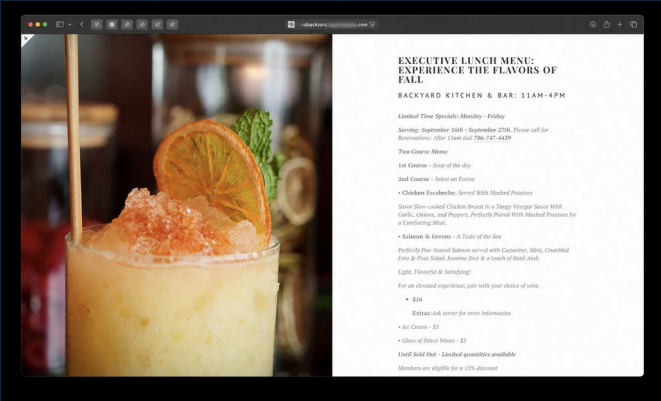
OCCASION

Menu content was designed to work where guests actually make decisions

Event, lunch, and menu experiences were carried into responsive digital pages with platform identifiers removed from the imagery.



EVENTS AND WEDDINGS



EXECUTIVE LUNCH



MENU EXPERIENCE

Platform fluency with custom execution when the business needs more

The goal is not to force every requirement into one platform — it is to choose the right operating layer and deliver a maintainable result.

Squarespace Partner

Experience structuring and delivering polished, editable web experiences.

Oracle systems

Implementation experience connecting operational needs to enterprise systems.

Custom HTML ♦ JavaScript

Purpose-built interfaces, integrations, and front-end behavior when needed.

Python solutions

Automation, analysis, reporting, and data workflows beyond standard platform limits.

Bombay Darbar: five revenue gaps turned into an actionable growth agenda

A recent business consultation and review for the acclaimed three-location South Florida Indian restaurant group connected demand, conversion, and operating economics.

5

REVENUE GAPS DIAGNOSED

A focused review of leakage between attention, booking, and realized revenue

\$24K-\$72K

MONTHLY NO-SHOW EXPOSURE

A modeled range used to frame the size of the opportunity

EN / ES

BILINGUAL DELIVERY

A concise business review designed for operational use

RECOMMENDED COMMERCIAL ARCHITECTURE

- Offline-to-online conversion architecture
- No-show recovery and reservation protection
- Premium-brand offer strategy tied to measurable outcomes

Marketplace performance diagnosis: strong economics, constrained discovery

The presentation separated what was already working from the feed-position and acquisition constraints limiting scale.

\$25,505

COMBINED SALES

Current-state total across the reviewed locations

1,192

ORDERS

Order volume supporting the marketplace assessment

640

NEW CUSTOMERS

Acquisition volume within the reviewed period

CORE CONCLUSION

Average basket value was healthy at \$21.68, but feed positions of 14 / 21 / 21 limited efficient discovery. The recommended plan paired stronger placement with evidence-led offers instead of indiscriminate discounting.

Historical evidence set the investment logic; projections defined the next test

Past results and forward targets are kept explicitly separate so the recommendation remains credible.

5.95x

HISTORICAL COMBINED ROAS

\$1,600 sponsored-ad spend produced \$9,520 in attributed sales

4.24x

HISTORICAL BOGO ROAS

Prior offer evidence supporting an efficient acquisition hypothesis

\$33K–\$36K

PROJECTED SALES TARGET

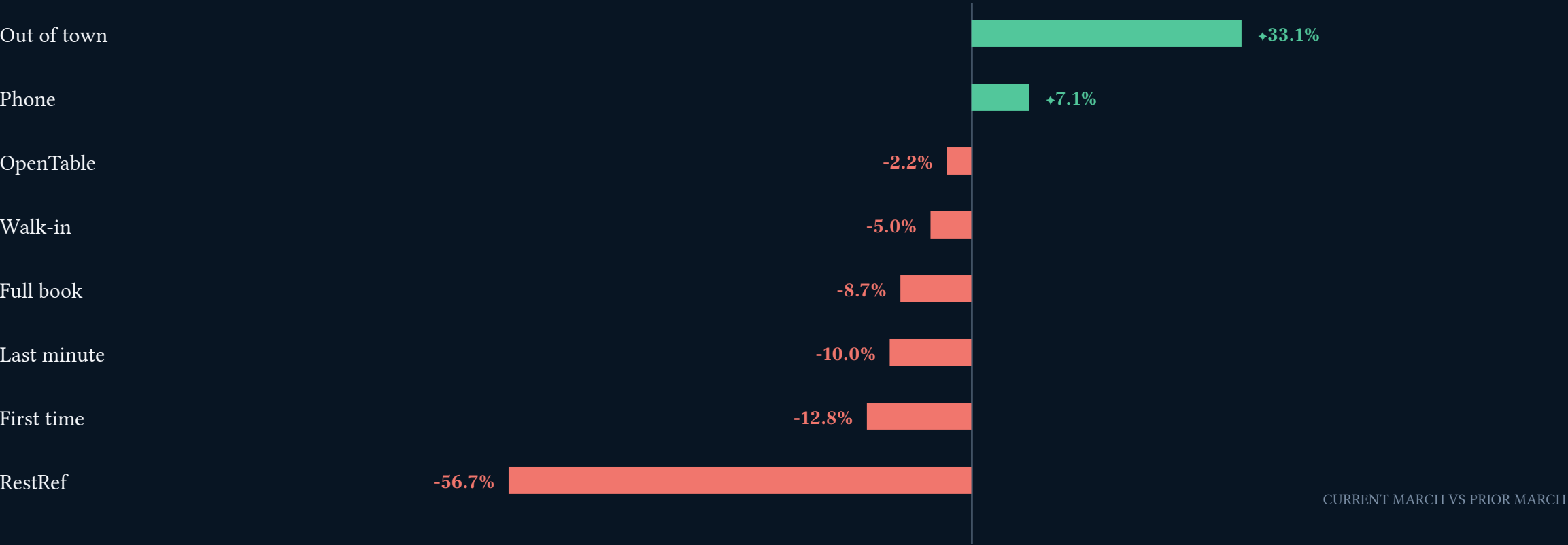
Forward target, not a reported result

NEXT-TEST TARGETS

- 950–1,100 projected new customers
- Top 5–8 target feed position
- Investment increased only when placement and unit economics support it

Booking-source shifts revealed a quality-of-demand problem, not a traffic problem

The assessment reframed year-over-year channel changes into a retention, contribution, and inventory-control question.



The recommendation protected local loyalty while monetizing visitor demand

The answer was not to reject demand — it was to manage inventory, segment customers, and judge channels by contribution and lifetime value.

01 Protect local repeats

Reserve a controlled share of inventory for repeat local guests.

02 Monetize visitor demand

Use shoulder times, deposits, waitlist, and pacing to capture high-intent traffic.

03 Segment the database

Build distinct messaging and reactivation paths for visitor, local, and repeat cohorts.

04 Measure contribution

Evaluate profit and lifetime value — not just the source of the cover.

Premium creative. Commercial discipline. Measurable outcomes.

MARKETING LEADERSHIP

- Brand and campaign systems
- Property and hospitality storytelling
- Digital experience and systems implementation
- Marketplace growth and commercial analytics
- Client partnership from strategy through launch