**Fareeha**

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**Career Summary:**

A sales representativewith more than five years diversified experience in Gulf & Pakistan which mainly includes Front Office, F&B -Banquet and Sales & Marketing exposure in hospitality industry

**Career Objective:**

A dynamic people-oriented in sales representative is seeking a career opportunity to further develop and exposure where previous experience and skills can be put to efficient use.

**Employment History:**

**Shangri-La Barr Al Jissah Resort & Spa l Muscat, Oman**

**Position: Service Associate - Front Desk: 2ndSep 2014 to 24thOct 2016**

* Acknowledge & greets guests and offers assistance.
* Efficient check-in and check-out service
* Save down time repost in case of failure of Opera PMS
* Handled guest’s enquiries or requests in a polite, friendly and efficient manner
* Maintains and updates guest profiles and reservations details.
* Provide information about resort activities and facilities
* Daily buckets check to ensure no registration cards for check-out
* Maintains cashier’s float accurately and due backs record at all time
* Provide guest with foreign currency exchange service in accordance.
* Provided guest with cash advance service from credit card and float
* Credit card machine batch closing.
* Completes shift drop cashier transaction report at the end of the shift,
* Ensure that all transactions/monies are correctly balanced and accounted.

***SHANGRI-LA CARE TRAININGS:***

Delighting & Engaging on 29th Sep, 2014

Talking Ownership on 30th Sep, 2014

Recovery to Gain Loyalty on 23rd Oct 2014

**JA Hotels & Resorts - Hatta Fort Hotel l Dubai, UAE**

**Position: Events Coordinator 13th Sep, 2013 to 25th Nov 2013**

* Main role to respond all in-coming sales inquiries and make booking
* Draft sales proposals, confirmations letters, event contracts and action plans
* Making & distributing banquet event order (BEO) to external and internal departments.
* Follow up tentative inquiries, coordinate with chef for menus
* Handling of lost & found inquiries, maintain log book, respond related mails, wrap & store found articles with tags and dispatch through courier services.
* **Lost and found department handling** to receive and record lost articles, respond mail and dispatch article through courier service on guest account.

**Ramada Plaza Airport Hotel l Karachi, Pakistan**

**Position: Banquet Sales Executive: 1stJan 2013 to 19thJul 2013**

* Responsible for banquet selling and revenue maximizing by promoting banquet facilities
* Draft sales proposals & negotiation contracted terms and encourage repeating business
* Marketing new packages & promotional events by email or call to present clients
* Show around the venues to guest and finalize event details
* Prepare Monthly Forecast & and revenue report.
* Strong coordination internal and external departments to ensure best arrangements
* Coordinate with operation manager for theme & AV equipment’s/ vendor hiring

**Position: Banquet Coordinator: 1st Jul, 2012 to 31st Dec, 2013**

* Write sales proposals, confirmations letters and event contracts
* Venue booking with cut-off-date and follow up for advance payments
* Prepare and issue (BEO) banquet event order on daily basis and distribute in internal and external departments
* To communicate information within department as well as other department like security, engineering and sales to make event successful.

***ACHIEVEMENTS***

Honoured to receive another promotion as banquet sales executive

**Position: F&B Coordinator: 1st Dec, 2009 to 30th Jun, 2012**

* Handle administrative day to day tasks and answering all calls.
* Maintain sufficient stock of office supplies and initiate requisition
* Maintain replenish Brochures, Facts sheet and F&B Flyers
* Book and confirm restaurant reservations, cake orders, take away/catering orders.
* Make & type buffet tags, meeting signage, directions boards & food menus cards.

**A*CHIEVEMENTS***:

Honoured to receive promotion as banquet coordinator

I have track record of long term without absence from work.

I have received appreciation letter for sense of responsibility during record heavy rain in Karachi.

**Area of responsibilities:**

* **FRONT OFFICE:** Gestloyalty programme, upselling, cashiering and promoting hotel facilities
* **SALES:** Reporting, Coordinating, Marketing, Administrative support, Customer Handling

**Skills:**

* **IT:** Excellent with Microsoft Office (Excel/Word/PowerPoint)
* **Software:** Opera PMS
* **Langues:** Fluent in English, Native Urdu Speaker
* **Softwares:** Opera PMS and Infrasys
* Trainings of **First Aid** and **CPR** from **Air Atlanta Icelandic** – Jeddah based in August2013

**Personal profile:**

* D.O.B: 17/11/1980**l**Marital Status: Married (no children) **l**Nationality: Pakistani

**Reference:**

* References, educational and training certificates will be furnished on requirement basis.