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| **Rekha**  ***Hospitality management/ Sales and Marketing Professional***  **E-mail:** [rekha.229240@2freemail.com](mailto:rekha.229240@2freemail.com) | Image may contain: 1 person |

**Profile Synopsis**

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Versatile, Dynamic and Gulf experience Management Professional equipped with 2 decades record of delivering key significant contributions towards companies’ continued business growthand conveying top quality performance within Hospitality & MNC Co. Manifest broad experience encompassing Asst. Front Office Manager, Housekeeping Manager, Duty Manager, Executive Assistant (Secretary), Front Office Supervisor, Online Bookings &Reservations, Guest Relations, Business Development and General Administration. Strategic leader with record of establishing business from Pre-Opening and contributing to revenue growth through innovative planning, effective business management, streamlining housekeeping, guest rooms, VIP rooms, Long Stayer, crew rooms, and uniform rooms operations. Successfully manage recruitment process, conducting interview &staff training as perHotel standards and policies, commitment and dedication to work and satisfying guests’ needs; Acquired ability to increase customers’ retention rate and penetrating new markets as well as delivering results; Possess enthusiasm, flexibility, positive attitude, tenacity &initiative in achieving performance goals with proficiency in computerized hotel operations & other business software applications.Acquire excellent planning, analytical, problem solving, decision making, organization, coordination, time management, communication & interpersonal skills. Aspiring to contribute & work actively w/in MNC or Hospitality industry where knowledge, expertise & management skills will have a valuable impact.

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| **Strengths** | |
| * Gained 15+ years UAE experience in Hospitality Industry * Business Operations-Administration Management Skills * Adept with CRM, BSCS, Opera PMS & Fidelio software * Staff Motivation/Job Analysis &Performance Evaluation * Communication, Organization &Problem Solving Skills | * Expertise in Front Office Management & Guest Relations * Policies Implementation/Training & Development Skills * Compliance with Health, Safety & Hygiene Standards * Ability to handle pressure/meet tight deadlines efficiency * Result-driven – Divergent & Vibrant Personality |

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| **Educational Qualification** |

**Bachelor's Degree in Arts Major in Sociology & Psychology – Bombay University, India**

**Completed the Hospitality Management Program –Taj Palace Hotel, India**

**Trained Teacher -ICSE Board of studies- India / A Beka Curriculum (Pensacola Christian School)**

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| **Career Progression** |

**Relationship Manager–Continental Insurance Brokers**(JLT) **July2016 - Jan 2017**

**Customer Service In-charge –**DU-EITC (Retail Sales) **Oct2011 –March 2016**

*Emirates Integrated Telecommunications Co.*

**Assistant Front Office Manager –**City Max Hotel (Pre-Opening), Dubai **Aug 2010-April 2011**

**Marketing Team Leader –**Country Club, Dubai **Oct 2008– Jul 2010**

**Secretary to the Financial Controller Jul 2007– Aug 2008**

*The Monarch Dubai (H Hotel), Sheikh Zayed Road,*

**Front Office Supervisor–**Al-Bustan Centre & Residence **Dec 2004– Jun 2007**

*Hotel Apartments Dubai*

**Duty Manager –**InterContinental Marine Drive, Mumbai, India **Dec 2003 – Sept 2004**

**Lobby Manager –**Hotel Sea Princess, Mumbai, India (Rejoined after Fairmont) **Dec 1999 – Nov 2003**

**Royal Service Supervisor –** Fairmont (Pre-Opening), Dubai **Dec 2001 – Aug 2002**

**Assistant Manager Banquets–**TajMahal Hotel Mumbai, India **Apr 1996 – Oct 1999**

**Restaurant Hostess –**The Oberoi, India **Jan 1995 – Dec 1995**

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| **Focal Key Achievements** |

* Gained 15+ years’ experience within the Hospitality industry&(5\* Hotel) in UAE in domains of Asst. Front Office Manager, Duty Manager, Lobby Manager, Front Office Supervisor, Guest Relations and General Administration.
* Technically astute with OPERA Property Management System (PMS), IDS and (MICROS-Fidelio) and in all Hotel software packages & capabilities to IT solutions and troubleshooting.
* Successfully completed Hospitality Management Training Program includingFront Office, Housekeeping, F&B, Banquets, Main Kitchen, Executive Offices, and Sales & Marketing.
* Played a pivotal role in setting up the pre-opening of City Max Hotel and The Fairmont Hotel which remarkably increase on guest satisfaction ratio.
* Received an award for The Best Performance in Consumer Mobile & Home Service sales from (Jan to July 2014) & (Feb to March 2015).
* Awarded as Best Marketing Executive for the year 2009 & Best Telemarketing Executive for the month of Jan 2010.
* Achieved consistent career growth for exhibiting excellent performance in assigned job, depicting loyalty&dedication, achieving performance set parameters, providing excellent guest service &establishing a good reputation for the hotel.
* Enthusiastic & effective leader capable of managing an organization that has short and long term vision & mission.

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| **Areas of Expertise** |

**Assistant Front Office Management**

* Supervise the assigned station/section, to provide courteous, professional, efficient and flexible service consistent within Hotel Standard Policies & Procedures. Assist in planning, organizing, directing and controlling the Front Office operations and fostering excellent customer relations.
* Assists the Front Office Manager in administering front office functions and supervising staff on a daily basis. Front office areas include Bell/Door Staff, Switchboard and Guest Services/Front Desk.
* Directs and works with managers and employees to carry out procedures ensuring an efficient check-in and checkout process. Ensures guest and employee satisfaction and maximizes the financial performance of the department.

***Financial Duties***

* Coordinate an effective and efficient Payroll Management / **Forecast & Budgeting**/ Resource allocation through establishing a flexible workforce throughout the department, based on the principles of Multi-Skilling and Multitasking.
* Provide assistance in ensuring that Front Office Department is managed successfully as an independent profit center. Prepare **DTCM(Dept. of Tourism &Commerce Marketing) reports, Hotel Revenue Management**
* Set, in close conjunction with each Duty Manager/Team Leader, annual operating budgets, which will form part of the Hotel’s Annual Business Plan.

***Operational Duties***

* Ensure that the Front Office Department is managed efficiently, prepare **Duty Roster**(according to the established concept statements) and adhere to Company and Hotel Policies & Procedures and Brand Standards.
* Represent the department in the absence of the Front Office Manager on daily operations meeting as well as the weekly meetings with the (HODs) Head of Department.

***Guest Relations***

* Establish rapport with guests maintaining good customer relationship;**handle all guest complaints**, requests &inquiries in Front Office service. Personally & frequently verify that guest check-in/checkout is receiving the best possible service.

***Rooms Management***

* Ensure that all daily VIP rooms, Long-Stay Guest Rooms for arrivals are blocked in advance and accordingly welcome amenities are appropriately ordered.

***General Administration***

* Establish an efficient method of communication for coordination of all departments with particular emphasis on agents, credit, sales, **housekeeping, maintenance**, **guest service** center and security.
* Ensure that all employees have a complete understanding of and adhere to the Hotel’s Employee policy & procedures relating to **Fire& Safety,**Health& Hygiene.

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| **Organizational Job Role** |

**Relationship Manager** - Continental Insurance Brokers:

* Identify potential customers & make appointments using networking and sell medical insurance, Critical Illness plan, as well as general insurance.
* Work closely with the corporate Vice President and the support team to get the insurance quotes from various insurance brokers.
* Use Email, references & events to get data base and promote sales.

**Assistant Front Office Manager –**City Max Hotel (Pre-Opening), Dubai

* Responsible for reservations, check-in & out. Oversee the whole gamut related to front office management.
* Supervised all groups, preparing Duty Rosters, Yield Management, Forecasting, Budgeting, Reservations, Revenue, House Keeping, Hotel & Resort safety & security P&P.
* Managed transport schedules, preparing front office reports as required by management as well as DTCM reports.
* Co-ordinate with the telesales, marketing department, tour operators, travel agents, corporate and MNC’s to increase occupancy figures and room revenue for the Hotels.

**Marketing Team Leader –**Country Club Hotel, Dubai

* Responsible for a team of a team of Marketing & Telemarketing executives to invite potential clients & families for presentations of club memberships (Concept Selling).
* Motivated&brief staff to reach targets and up-sell memberships. Organize monthly meetings & evaluate performance.

**Secretary to the Regional Director of Finance & Financial Controller -** *The Monarch Dubai (H Hotel), Dubai*

* Responsible for all administration and office work in the finance department. Handled all incoming calls and all other inquiries for internal as well as external customers.
* Updated the diary and appointments of the Regional Director as well as the financial controller.
* Prepared the payment of various municipality taxes, vendors as well as the rent of the apartments of staff& management.
* Conducted the daily briefing in the absence of the Financial Controller and prepared the various expense reports.
* Liaised with various travel agents as well as corporate for business as well as updating the credit facility report.
* Maintained the filing of all important documents as well as cheques received and disbursed in an orderly manner.
* Conveyed with the Paymaster to prepare the payroll of the entire hotel.

**Duty Manager –**InterContinental Marine Drive, Mumbai, India

* Carried out meetings and briefings with staff members in order to rectify any fall-backs and to ensure a well-informed Front Office package was delivered for a smooth service and operation to guests and organization.
* Effectively solve all guest complaints and keep a smooth operation throughout the organization.
* Worked closely with Sales, Front Office and Food & Beverage personnel to provide service standards to guests.

**Royal Service Supervisor –** The Fairmont (Pre-Opening), Dubai

* Lead and direct a team of royal service agents handling all back office systems including; room reservations on packages like Fidelio &Rezview, Restaurant& activity bookings, monitor all incoming & outgoing calls &Housekeeping.
* Coordinate with all departments within the Hotel such as Front Office, Reservations, Fairmont Gold, F&B, Housekeeping, Engineering and Maintenance departments.

**Assistant Manager –**Taj Palace Hotel (Banquets & Events), India

* Responsible for all conference & Banquet bookings and to make sure that every inquiry materializes.
* Reporting directly to the F&B Manager and keeping him updated about the status and types of functions, finalizing menus, seating arrangements and taking care of all activities related to the event.

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**Trainings & Seminars Attended**

* Attended the Hospitality Management Training Program, which was a 2 years complete training involving all areas of Front Office, Housekeeping, F&B, Banquets, Main Kitchen, Executive Offices & Sales & Marketing.

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**I.T Proficiency**

* Proficient in MS Office application (Word, Excel, PowerPoint, Email application & Internet).
* Adept in software packages such as CRM, BSCS, WIN CASH & social media networking.
* Knowledgeable with OPERA Property Management System (PMS) and in all Hotel software packages & capabilities to IT solutions and trouble shooting.

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| **Personal Details** |

Nationality : Indian

Marital Status : Married

Visa Status : Residence Visa (Husband’sSponsorship)

Languages : English, Hindi, Basic Arabic & Marathi

Driving License : Valid UAE License

Reference : Available upon request