 ARCHANE

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Arabic, English, French, Spanish (basic)

Canadian, Single, Canadian Driving license (Transferable)

Visa status: Tourist visa

**SUMMARY:**

Highly experienced talented in customer service and sales industry with developing and implementing total sales and marketing effort for hotels, including securing new accounts, maintaining existing accounts, and assist in executing sales and marketing strategies to maximize the profitability while maintaining customer satisfaction.

**PERSONAL ATTRIBUTES:**

* More than ten years experience;
* Profound ability to identify and resolve problems in a timely manner;
* Develop alternative solutions and use reason even  when dealing with emotional topics;
* Immense ability to manage difficult or emotional customer situations, respond promptly to customer needs and respond to requests for service and assistance.

**EDUCATION HISTORY:**

* Master of science in Management (Tourism), University of Montreal (Canada *2005);*
* DESS in Ethnomethodology and Computer Sciences, University of Paris 8 (France 2001).

**EMPLOYMENT HISTORY:**

**Sales Manager, Colours of Morocco *jan 2009-feb 2014***

* Responsible for researching, arranging and coordinating travel, transportation and accommodation for clients;
* Responsible for local corporate sales to target the incentives and events;
* Maintain good relationship with all local hoteliers and suppliers;
* Responsible for contracting and negotiation of local hotels and suppliers;
* Promoting and marketing the business, sometimes to new or niche markets;
* Taking part in familiarization visits to new destinations to gather information on issues and amenities of interest to consumers;
* Dealing with customer enquiries and aiming to meet their expectations by exploring the imperial cities of Morocco;
* Worked with clients to create an exciting travel itinerary ;
* Determined customer needs and provided world-class service to group travel customers.

**Sales & Marketing Manager, Anezi Hotel Agadir *jun 2007-sep 2008***

* Develop and Initiate all actions necessary and appropriate to achieve overall business revenue goals for the hotel;
* Target new customers and new sales opportunities, initiate action plan to approach and secure new business for the Hotel;
* Negotiate guest room rates and hotel services within approved booking guidelines;
* Develop and maintain relationships with clients in order to produce group convention business;
* Research and develop strategies and plans which identify opportunities for growth;
* Coordinating and planning restaurants and bars sales levels and profitability;
* Analyze and evaluate the effectiveness of sales, methods, costs and results;
* Establish and implement short and long range goals objectives and operating procedures.

**Front Office Manager Econolodge Hotel Montreal, Canada *jul 2003-feb 2006***

* Schedule the front office staff;
* Ensure that employees are at all times attentive, friendly, helpful and courteous;
* Verify that accurate room status information is maintained and properly communicated;
* Resolve guest problems quickly, efficiently and courteously;
* Maximize room revenue and occupancy by reviewing status daily;
* Operate all aspects of Front Office computer system, including software maintenance, report generation and analysis and simple configuration changes;
* Prepare revenue and occupancy forecasting;
* Review [room](javascript:;) availability status and special requests on a daily basis through working

closely with choice Privilege North America;

* Monitor open and close on day status to maximize room revenue and demonstrate the

concept of yield [management](javascript:;);

* Analyze rate variance, monitor credit report and maintain close observation of daily house count.

**Front Desk Supervisor, Classics Hotel Tour Eiffel Paris, France  *oct 2000-sep 2001***

* Provide outstanding services and ensure customer satisfaction;
* Supervise daily shift process ensuring all team members adhere to standard operating procedures;
* Resolve issues and coach the front desk team members to ensure a quality operation;
* Supervise the operations of the front desk to ensure an optimal level of service provided to the guests;
* Control cash transactions at the front desk;
* Ensure associates follow company policies and operational procedures;
* Assist all departments in servicing the guests during high volume periods.

**Front Desk Agent, Classics Hotel Tour Eiffel Paris, France  *nov 1999-sep 2000***

* Greeted, registered and assigned rooms to guests;
* Checking guests in, allocating rooms and handing out keys;
* Checking guests out, preparing bills and taking payment;
* Dealing with reservations and cancellations by phone, fax or in person;
* Dealing with special requests from guests, such as ordering taxis, booking theatre, trips or

storing valuables and luggage;

* Collect payment, Balance cash at the end of the shift and generate accounting reports for the benefit of the next shift.

**TRAINING:**

* Certificate in commerce, *Chambre de Commerce et d`industrie* (Perpignan, France) 1998;
* *Champion Hypermarket (*Fruits and vegetables dep) Ivry Seine Juillet 98.