Dexter

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Objective: To work in sales and marketing

My name is Dexter with 7 years’ experience 5 managerial in delivering outstanding results and driving sales within the business, hospitality and retail sector. Possess expertise in the marketing life cycle and managing operations to ensure efficient operations. A well-demonstrated talent in analyzing target market, problem solving, and decision making and continuous product development. My efforts are well documented in the media.

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Experience 7 years

KEY SKILLS: retail management, customer service, sales and marketing, food and beverage management, office management

Ster-kinekor Cinemas South Africa (Hospitality & Entertainment)

Reduced the cost of sales from 36% to 28% through promotions and combo sales. Managed the overall daily operations of the cinema complex and restaurant, as well as drove customer service by handling 9000 weekly visitors. Improved cash per person spending from $3.14 – 3.32. Managed Food and beverage according to the set standards. Retail management of box office, bookings and reservations, ensure service quality and maintain premises. As manager, I promoted a fun culture environment in the workplace and heavily utilized social media to attract great business. News media covered most of our events making the business a top destination event

Branch Sales

Manager

Duties

March 2015 –

June 2017

Rainbow Towers Hotel

Sales & marketing Supervisor

I brought an increase in hotel revenue with an increase in conference centre bookings and company bookings by 20%. Leading a team by attracting recruiting and training to achieve sales targets. I successfully employed the cost-benefit analysis, pricing strategies achieving a 10% increase in sales revenue for the food and beverage. Establish KPI’s, marketing events with extensive media coverage. Compliance with health and safety regulations

Duties

2011 - 2014

Passion Insurance

Customer Service Exec

Lead a team that achieved growth in new sales of more than $900000 per year. Design and implementation of customer feedback systems, Ensuring quality service delivery, Training staff and managing customer service techniques, Making presentations to companies, managing customer relations and meeting set new customer targets.

Duties

2009 - 2011

Education

1.) Masters in Business Administration - University of Gloucestershire, UK (2012-2014)

2.) Bachelor of Business Marketing - Edith Cowen University, Australia (2007-2009)

3.) Diploma in Information Technology - Macmaine School of Computing (2006)

4.) O and A level **-** St Johns High school (2000-2005)

Skills & articles

Ms office (Excel; Word; PowerPoint; Outlook)

Pastel version 11, Vista, vorto Back office, Opera reservation software

Point of sale systems

Work breakdown system

* Articles: Revolutionizing the cinema industry
* Articles: First to bring Bollywood cinema to Zimbabwe