

**ASHRAF**

F & B MANAGEMENT +

HOSPITALITY MANAGEMENT + COST & VALUE MANAGEMENT

**Email:** [Ashraf-394535@2freemail.com](mailto:Ashraf-394535@2freemail.com)

**PERSONAL**

**INFORMATION**

**Date of Birth:** 30thJuly 1980

**Civil Status:** Married

**Nationality:** Jordan

**Driving License:** UAE

**Languages:** Arabic and English

**KEY SKILLS**

**Strategic:**

Hospitality Management Event Management F & B Management Regulatory Compliance Training Management Outlet Management

**Operational:**

Operations and Resource

Management

Duty Management and Audit

FOH & BOH Management

People Management

**Value-Added Attributes:**

Team Management Cross-Functional Leadership Relationship Management Communication & Interpersonal Skills

**EDUCATION**

**Australian Hospitality Skills**

**Recognition ME FZE**

Advanced Diploma of Hospitality

Management (RPL)

2015-2016

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**EXECUTIVE PROFILE**

An F&B specialist with 14+ years of experience in across the hospitality, bar industries across the GCC and Jordan with additional exposures in administration management, logistics management and executive business support. Core competencies in business development, budgeting, operations, people and change management. Proven track record in providing leadership with strong customer service, relationship management, decision making and problem solving. Seeking a management role that will provide the scope to drive the growth and development of a progressive organization.

**WORK EXPERIENCE**

**In room Dining Manager/Lounge Manager** **March 2018 – Present**

**Dubai, UAE**

**Key Responsibilities:**

* Currently managing the In-room Dining and the Lounge bar at Rixos Premium Dubai.
* Checking all the guest amenities and making sure is delivered as requested and as per standards.
* Ensuring all the mini bars are charged as per consumption and updated.
* Checking the upkeep and maintenance of the lounge and drove beverage sales, conceived promotions and offers.
* Formulating a training plan for the team and ensuring their competencies are well managed.

**Multiple Designations** **September 2007 –December**

**2017**

**UAE**

**Designations Held in the Group:**

* Oct '12 - Date: Outlet Manager, Pergolas all day dining, Murooj Rotana
* May '11 - Oct '12: Asst. Outlet Manager, Murooj Rotana
* Sep '07 - May '11: Asst. Outlet Manager, Fujairah Rotana Resort & Spa

**Achievements: (As Outlet Manager - Pergolas)**

* Assumed overall control and responsibility of F&B Operation in the absence of the Director of F&B.
* Involved in dong the annual budget for 2014 and monthly forecasting for 2015
* Represented F&B in various meetings i.e. marketing meeting DH meeting, guest service improvement meetings
* Achieved Trainer accreditation of Rotana Hotel Management Corporation for On Job Training technique programme.
* Achieved “ Person In Charge “ Certification from High field Middle east and Asia
* Spearheaded project of menu revamp in outlets like Room Service, club lounge, all day dinning and mini bar as well as F&B promotions with the marketing team.
* Improved the Guest satisfaction score by 15% in comparison to 2012 and has consistently achieved 90% for two consecutive years (2012, 2013) for the mystery guest evaluation in room Dining.
* Consistently ensured that the outlet expenses were within budgeted levels for 2014 and 2015.
* Ensured room service exceeded its revenue targets with up selling action plans and outdoor catering.
* Developed departmental trainers and departmental training coordinators in room service department.
* Actively involved in hotel activities like monthly team get together and the annual colleagues party.

**Key Responsibilities: (As Outlet Manager - Pergolas)**

* Directing operations across all the outlet, implementing industry best practices across all departments managed as well as identifying areas of continuous improvement.
* Handling all training, competency development and performance management initiatives and providing recommendations for colleague promotions.
* Scrutinizing visual displays, ambience accuracy, and customer experience and product quality to ensure the best for the customer.
* Ensuring that the hotel was compliant with the hotel QHSE, HACCP and Municipality requirements at all times
* Conducting audits and spot checks regularly, touring through F&B outlets, ensuring the highest possible hygiene and maintenance standards.

**Assistant Outlet Manager** **May 2011 – October 2012**

**UAE**

**Highlights:**

* Played a key role in increasing the guest satisfaction score at the outlet.
* Implemented the new theme nights and increased the average cheque of the outlet.
* Achieved higher revenue in “New Years Eve” for 2011 in comparison to 2010.
* Increased the Colleague satisfaction score by 15% in 2012 comparison to 2011.
* Organized and coordinated the colleagues outing with an objective to increase teamwork within the department.

**Assistant Outlet Manager** **September 2007- May 2011**

**UAE**

**Highlights:**

* Established standards and procedures for work, and planned work timetables to make sure satisfactory service.
* Served as an active associate of the pre-opening team.
* Introduced new concepts in coordination with the F&B department for the restaurant- “waves”.
* Implemented various F&B promotions successfully.

**Waiter (Fine Dining Restaurant)** **January 2007 – August 2007**

**Jordan**

**Highlights:**

* Implemented and Monitored F&B service standards in the outlet.
* Supervised the restaurant operation and managed 12 colleagues.
* Effectively handled guest enquires and complaints.
* Served high profile guests such as Royal families from Jordan, Spain and guests like US President George W Bush and Bill Gates.

**Waiter** **January 2004 - January 2007**

**Jordan**

**Highlights:**

* Promoted from the position of Steward to a waiter in Fine Dining restaurant within a span of 2 months.
* Awarded 20 appreciation letters during the working tenure for exemplary service
* Awarded “My star Gold” an appreciation certificate from Hyatt continuously for 2nd and 3rd Quarter in 2005.
* Active Team member in the “Inter Parliamentary Union Conference” held from 29th April to 6th May 2000.

**EDUCATION & TRAINING COURSES**

* Certification from Rotana Hotels in Performance Management, Interview Selection skills and On Job Training techniques.
* Certification in Professional Presentation Skills Program
* Intermediate food Hygiene certification from The Royal Environmental health Institute of Scotland.
* Completed trainings on hot beverages – tea/ Coffee from Twinning’s, London and Illie, Italy.
* Completed training course with Evian.
* Certification on the topics of “ safety & security” , “Stress Awareness” and “Cigars” from Four Seasons Hotel , Amman