**FARHEEN**

**|** [**farheen-390439@2freemail.com**](mailto:farheen-390439@2freemail.com)



**Professional Summary**



Responsible, hardworking and versatile individual with experience in a hospitality setting, operations, back of house and hotel benchmarking. Skilled in event management, guest services, sales & marketing, and exceptional customer service. Also possess experience as an energetic hostess proven track record of providing hospitality services to multicultural patrons. An individual who prioritizes working alongside clients in order to achieve the desired results in a quick and efficient manner. A forward-thinker who is proficient in providing a positive first contact experience by effectively responding to the diverse needs of guests, staff and the business whole.

**Skills**



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| --- | --- | --- | --- |
|  | Guest services background |  | Motivated team player |
|  | Strong client relations |  Proficiency in all areas of Microsoft Office, including Access, Excel, | |
|  | Skilled problem solver |  | Word and PowerPoint |
|  | Salesforce systems knowledge |  | CHIA Certified |
|  | Excellent English communication skills, both written and verbal |  | Exceptional time management skills |

**Education**



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| --- | --- |
| **BBA**: BA (Hons) In International Hospitality And Design Management, Year 1 | 2013 |
| **International Hotel And Training Institute (IHTTI)** - Switzerland |  |
| **BBA**: Bachelor Of Business Administration (Hons.) In International Hospitality Management | 2016 |
| **The Emirates Academy Of Hospitality Management** - Dubai, UAE |  |
| **MBA**: Masters in Business Administration in International Hospitality Management | 2018 |
| **The Emirates Academy Of Hospitality Management** - Dubai, UAE |  |
| **Work History** |  |
|  |  |
| **Sales and Account Executive** | **01/2019 to Current** |
| **STEP Conference** –Dubai, United Arab Emirates |  |

* Develop and create high standard and customer proposals for STEP Dubai and STEP Saudi and overall sales and marketing plan.
* Manage communications and sales pipelines for both events, Dubai and Saudi Arabia market
* Main contact for all clients to ensure all the deliverables are provided throughout the event for STEP Dubai and STEP Saudi
* Contribute towards the development of partnership, exhibitor and visitor database

**Middle East And Africa Executive** **08/2018 to 12/2019**

**S T R Global** –Dubai, United Arab Emirates

* Researched and updated all required materials needed for firm and partners.
* Working closely with the Area Director to meet the needs of the company and clients
* Responded to customer requests via telephone and email and Delivered excellent customer service to all clients in order to ensure long relationship
* Coordinated statistical data analysis, design, and information flow and confirm requirements with clients.
* Created proposals and presentations for clients and hotels
* Developed database objects, including tables, views and materialized views using Salesforce and Company systems; AM:PM, STR Global Corporate tool and Census

**Assistant Head School Of Relations** (Recruiter)

**Placement International** –Barcelona, Spain

**01/2017 to 04/2017**

* Help plan and create schedules of international recruiting trips to sustain and grow partnerships with schools all over the world
* Represent the organization in specific markets and support candidates through J1 program
* Create presentations for meetings and promotional material for various occasions
* Constant communication between hotels, universities and candidates from all over the world to assist with recruitment and track their process.
* Developed working relationships with internal and external customers while assisting with account management duties.

**Sales And Marketing** **06/2016 to 12/2016**

**The Emirates Academy Of Hospitality Management (Jumeirah)** –Dubai, United Arab Emirates

* Presenting a professional and friendly first impression of the Academy to all visitors and clients and carried out show-around of the academy
* Managed and answered all incoming phone calls and mails (inquiries) from students and counsellors worldwide
* Organized and attended career fairs to help develop and implement strategic sales plan
* Managed and kept all Social Media Campaigns up to date
* Collaborated in creating strategies that drove sales and revenue and investigated new growth opportunities

**Food And Beverage Attendant** **09/2015 to 12/2015**

**Elements Catering Services** –Dubai, United Arab Emirates

* Communicated any areas of need, problems, and concerns from guest to supervisors
* Upheld standards of cleanliness, food handling and safety.
* Adhered to company quality constraints and industry best practices to ensure guest satisfaction.

**Events Attendant** **01/2014 to 06/2014**

**DISH Catering And Events, LLC** –Dubai, United Arab Emirates

* Hosted multiple large events to serve guests and meet all their needs and requirements at all times.
* Fostered a positive work environment by consistently treating all employees and customers with respect and consideration.
* Used time efficiently when not serving customers, including folding clothes and cleaning out fitting rooms.

**Food And Beverage Trainee** 02/2013 to 08/2013

**Grand Hyatt Dubai** –Dubai, United Arab Emirates

* Handled guest inquiries in a courteous and efficient manner and reported guest complaints or problems to supervisors if no immediate solution could be found and assured to follow up with guests
* Adhered to all policies and procedures issued by the Finance with regard to cashiering and cash handling and helped in carrying out quarterly, bi-yearly, yearly inventory of operating equipment.
* Utilized sales techniques to retain and attract more customers and consistently recognized by managers and guests for superior and impeccable service

**Certifications**



* Certification in Hotel Industry Analytics