

Lahsen Bizragane

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Summary of my qualification

HOSPITALITY MANAGEMENT 2001 - 2003

Description: My last two positions that I had in Morocco 2001-2003 and which I like to highlight are:

Marketing Manager then General Manager of Hotel Riad in Morocco www.hotelriad.com

Those positions in the hospitality Management service(2001 -2003) broaden and sharpen my skills and knowledge about the Hospitality Field.

I gained a valuable experience both in **Marketing, Sales** and **Management**.

The Following is a high light of my qualification:

- **MANAGED / SUPERVISED**

- Effectively managed a staff of 36 permanent employees, and more than 10 more on hire season, coordinated schedules and enforced company policies by negotiating conflicts in a fair but firm Manner as many employees had benefits and bonuses before the new management of the hotel.
- Performed project management functions to ensure deadlines were met
- Administered opening and closing procedures of daily exercises of the hotel

- **CUSTOMER SERVICE / LEADERSHIP**

- Assessed the needs of over 60 guests per day in from different countries and nationalities.
- Demonstrated leadership skills while executing bi-weekly menu production and promoting positive guest relations.
- Greeted customers and determined their specific needs by following up and generating feedbacks
- Provided guests with information on local attractions, events, and area restaurants through brochures I designed for the hotel and areas of attraction in the city.
- Addressed guest concerns by demonstrating appropriate attention to special requirements/needs for children, elderly, and physically challenged people, either in the facility or a concern about different spices in Moroccan Cuisine.
- Worked as a member of a 5-person team to organize clean ups of city property as the surrounding should be clean and neat.
- Developed a community project for clean city.

- **MISCELLANEOUS**

- Accurately counted, and reported inventory status to owners of the Hotel
- Conducted equipment maintenance of the hotel to ensure safe and efficient usage of all equipments in the Hotel.
- Coordinated timing and priority of tasks in order to ensure efficient of all reservation and booking

services, especially for groups and families.

- Maintained and supervised a balanced flow of inventory
- Facilitated front of the house staff presentation for daily specials/sales and promotions
- Planned and organized daily life activities of the Hotel
- **MARKETING**
 - Manager and produced marketing material for the Hotel to promote property and expand customer base. Website, T shirts, personalized items with our logo of the property.
 - Developed a marketing plan by reviewing history, and recommending strategies in order to increase market share, by affiliate program, partnerships, tourism shows, and maintaining good contact with travel agencies and tour operators.
 - Developed colored brochures and flyers for customers and travel agencies around the country
 - Conducted research to identify customer needs and wants through feedback forms and comments cards distributed at the checking and collected at check out.
 - Created sales presentation materials to travel agencies and Tour Operators to boost sales and maintain our market share.
 - Reviewed/organized marketing files by vendor, customer and project in order to provide efficient customer service, especially with credit voucher clients.
 - Prepared product and customer activity reports for clients on a quarterly basis
- **PUBLIC RELATIONS**
 - Planned and organized different events in town for community services and public schools, fashion shows, conferences and seminars.
 - Identified public relations opportunities by knowing the needs of the community
 - Networked with public administration authorities and media contacts in order to cultivate new relations and create more brand awareness of the Hotel
- **ACCOUNTING**
 - Reviewed and confirmed the General Balance Report in cooperation with the accountant manager
 - Followed up with Accounts Payable / credit vouchers, and agencies on contracts
 - Formulated monthly financial reports
 - Assisted in preparation of annual budget, maintained budget guidelines and restrictions
 - Examined all food and beverage invoices, verified quantities ordered and received against food order sheets and purchase orders.
 - Ensured accuracy of billing by auditing banquet checks and reconciling to established event orders
 - Maintained records of daily income and prepared bank deposits
 - Made bank deposits, managed accounts payable, filed quarterly tax reports for state government and ministry of tourism (TPT)
 - Created spreadsheets on Microsoft Excel to track vendor invoices
- **HOSPITALITY**

Reservations, Guest Services, Front Office

- Checked an average of 50 guests in and out of the hotel per shift
- Prepared rooms forecast at a 90 bed hotel property

- Assisted in the planning and coordination of hotel housing activities by working with Catering, and Housekeeping Departments
- Assisted in the development of package plans for large groups and loyal customers
- Coordinated group arrivals and departures
- Checked daily for out-of-order rooms, VIP rooms, and special accommodation requests
- Provided effective sales effort at Front Desk to maximize rooms revenue
- Coordinated special billing arrangements for loyal customers and frequent customers
- Revised daily forecast whenever status changed, informed department heads as necessary
- Checked and revised night clerk Source of Business Report
- Coordinated billing with Accounting Department
- Addressed guest comments and concerns pertaining to accommodations and rates
- Controlled open and closed dates, availability and condition of rooms
- Provided effective key controls and followed-up on all matters relating to room security
- Ensured efficient handling of guest mail and delivery of guest messages
- Monitored advance deposit procedure
- Maintained statistics on rooms and reservations, customer arrivals/departures, as well as average occupancy rates
- Fulfilled guest requests for rooms and amenities
- Provided business services including faxing, photocopying, messenger service, and message delivery
- Arranged accommodations for overbooked situations
- Performed proper front desk closing procedures, as well as food and beverage closing audits
- Maximized revenues by applying the following techniques:
 - Revenue driven incentive programs –
 - Adhering to sales strategy guidelines
 - Promoting in-house features and benefits –
 - Posting charges for additional business services
 - Selling hotel rooms at “rack rate” whenever possible

- **Banquets/Food and Beverage**
 - Assisted in coordinating special event parties for up to 200 people including weddings and events
 - Maintained accurate records of each banquet:
 - Prepared reports as necessary, to develop data base and improve strategic management capabilities
 - Monitored presentation of food product; reviewed areas of concern with Executive Chef
 - Successfully built a loyal base of repeat customers by developing rapport with guests

- **Sales/Convention**
 - Solicited appropriate information from potential guests for both individual and group sales
 - Arranged meeting and function space for clients
 - Coordinated guest room blocks and arranged group billing of clients

- **Front Desk**

- Assisted in checked an average of 25 guests in and out of the hotel per shift in low season, and an average of 50 on high season
- Assisted in performing proper front desk closing procedures, as well as food and beverage closing audits

- **FOOD SERVICE / HOSPITALITY MANAGEMENT**

- Effectively managed a kitchen staff of 10 employees
- Conducted kitchen meetings
- Negotiated conflicts in a fair but firm manner
- Developed cleaning check-list
- Monitored food handling procedures
- Maintained par-stock inventory levels
- Supervised front of the house staff of 20:
- Reviewed upcoming day's activities
- Developed and communicated action plan
- Maintained budgeted food and beverage costs
- Maximized productivity and profits through proper budgeting, scheduling, and utilization of cost controls
- Established staff recognition program (Rewards and employee of the month)
- Reviewed budget information, flash reports; analyzed profit and loss statements

- **COMMITMENT - VALUES, AND MOTIVATION**

- Able to diffuse potentially volatile situations with grace and finesse
- Sincere commitment to guests' satisfaction
- Enthusiastic and committed to professional excellence
- Enthusiastic, creative, and willing to assume responsibility
- Highly motivated and goal-oriented
- Energetic, enthusiastic and dedicated
- Team player

- **COMMUNICATION**

- Good communication skills, both verbal and written
- Strong communication and presentation skills, able to promote self and product
- Communicates well with a wide range of personalities
- Accomplished public speaker and presenter, at ease in front of large groups
- Skilled in clearly interpreting and explaining policies and procedures
- Excellent communicator; able to draw people out and put them at ease

- **CREATIVITY OR INTELLIGENCE**

- Sharp, innovative, quick learner; proven ability to adapt well to a challenge
- Creative flair in putting on events; thorough in handling details
- Innovative; willing to take on new challenges
- Hard working, challenge seeking and creative thinking person

- **CULTURAL KNOWLEDGE OR AWARENESS/LANGUAGE SKILLS**

- Effective and knowledgeable in working with cultural/social differences
- Speak Arabic, French, English and Spanish
- First hand experiences with worldwide range of cultures

- **INTERPERSONAL RELATIONS**

- Work cooperatively with a wide range of personalities.
- Exceptionally adept at developing rapport with customers and co-workers
- Special flair relating with a wide range of people, organizations and businesses
- Demonstrated ability to forge links between diverse groups
- Exceptional communication and interpersonal skills; relates well to people, generating trust and rapport
- Diplomatic and tactful with professionals and paraprofessionals at all levels
- Skilled in handling the public with professionalism and sensitivity
- Communicates with guests and clients with warmth and diplomacy

- **LEADERSHIP MANAGEMENT**

- Ability to prioritize, delegate, and motivate
- Inspires and supports others to work at their highest level
- Able to organize and coordinate all aspects of a complex project
- Sensitivity in integrating a wide range of program priorities

- **PROFESSIONALISM**

- Readily projects a professional and fashionable image
- Skilled in handling the public with professionalism and sensitivity
- Personable, articulate; professional in appearance and manner
- Poised and professional with both senior level management and support staff

- **SELF-MANAGEMENT**

- Excellent decision maker; well organized, resourceful, and work well independently
- Extremely dependable in completing projects accurately and on time
- Equally effective in self-managed projects and as a member of a team
- Adept at multi-tasking; performs well with deadlines

SKILLS AND EFFECTIVENESS

- **Organization**

- Good in organizational, communication skills
- Strong skills in organizing work flow, ideas, materials and people

- **Assessment**

- Sharp and creative in problem solving
- Able to accurately establish priorities and quickly adapt to changing needs
- Able to pinpoint problems and initiate creative solutions

- **Sales**

- Effective in persuading others through enthusiasm for ideas and products
- Special talent for motivating and influencing people

- **COMPUTER SKILLS**

- Exceptional ability to quickly master new software and apply its full range of capabilities
- Expert troubleshooter and problem solver

- **TEAMWORK**

- Easy to work with; cooperative and supportive team player
- Works equally well independently or as a team member
- Equally effective working on self-managed projects and as a member of a team
- Excellent at working in a team setting to meet deadlines
- Enthusiastic team member whose participation brings out the best in others

- **TECHNICAL SKILLS**

- Exceptional ability to quickly master new software and apply a full range of capabilities
- Expert troubleshooter and problem solver
- Effective in facilitating communications between management and project team
- Successful in negotiating favorable design and construction contracts
- Demonstrated ability to manage both large and small groups while maintaining productivity
- Accurately interprets customer problems and offer the best resolution

- **WORK STYLE**

- Sharp eye for detail, while maintaining the project overview
- Resourceful and committed; can be counted on to get the job done
- Self-starter; highly motivated, ambitious and goal oriented
- Thrives in a dynamic and challenging environment
- Dedicated, professional attitude; mature and willing to work
- Able to maintain a sense of humor under pressure
- Takes pride in achieving the best possible results
- Thrives on organizing complex projects and following through to completion
- Remains calm and works well under demanding conditions
- Able to handle a multitude of details at once

- Have always : can do attitude

Check here for my [pictures](#)

- **Pictures of some new projects I realized :**
- **[Recommended and build brand new swimming pool 2002](#)**



- New Design for out door patio



- **New Tennis court**



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- Sample flyer to promote the spring season

Escate 2002

Saoud Mohammed vous souhaite la bienvenue à

I 'Hotel Riad







Cadre d'image : double-cliquez pour le modifier.

Dans une atmosphère Relaxante & Piscine, Tennis, Air de jeux, poney, karaoké, Terrasse café, Resto, Parc m² grand espace dans un verger de

Hotel Riad Larache vous,

- *Chambre à partir de 200 €
- *Cuisine Marocaine et Internationale
- *Des spécialités de poissons.
- *Pizzeria spécialité Italiennes.
- *Service traiteur de qualité avec salle équipée pour vos Fêtes de mariage, d'anniversaire, d'entreprises, d'associations, de séminaires, de dîners et séminaires . . .