

Nassif Elias El-Dada

Assistant Director of Food and Beverage

PERSONAL DETAILS

Manssorieh, North Maten, Lebanon.
Al Jubail, Eastern Provence, Saudi Arabia.

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Marital status: Single

Place and Date of Birth: Jordan, on the 7th of April 1989

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Nationality: Lebanese

PERSONAL SUMMARY

Highly proactive Assistant F&B Director with 12 years of experience in team leadership in the Hospitality industry.

Background includes sales, management and customer service in fast-paced settings.

Assistant Food & Beverage Director with a passion for details and quality customer care. organized large-scale events, including weddings and banquets. Desires a position of increased authority in the food and beverage industry.

Effectively manage personnel and business operations to handle demanding operational needs while maximizing customer service standards. Trained in preparing and handling food, organizing inventory and optimizing customer relations.

Diplomatic in addressing customer concerns and resolving issues.

AREAS OF EXPERTISE

- Quality control
- Health & safety
- Customer focused
- Commercial awareness
- Staff Training
- Strategic planning
- Cost control & Budgeting
- Marketing activities
- Sales Management
- Operation Management

KEY SKILLS AND COMPETENCIES

- Proficient in the database, word processing, and POS software for all areas of hospitality marketing and management
- Adaptability in high-stress environments with the ability to maintain composure and high level of professionalism
- Strong motivational and influential people skills
- An eye for detail and the ability to drive consistent brand standards
- The experience of managing people and driving business performance
- The experience of organizing private functions including parties and weddings etc.

ACADEMIC QUALIFICATIONS

Glion Institution of Higher Education – London, UK

Master in Global Hospitality Management and Tourism. 2016 – 2018

Lebanese Hotel Management Institution – Dekwaneh, Lebanon

T.S Degree in Hospitality Management. 2007 – 2010

WORK EXPERIENCE

Intercontinental Al Jubail Hotel – Saudi Arabia

April 2019 - Present

Assistant Director of Food and Beverage

- Created business plan, service standards, and training manuals. Developed financial budgets and goals
- Implemented cost controls for food, beverage and labor
- Upgraded numerous events
- Set higher standards for the food and beverage department

Achievements:

- IHG Restaurants and Bars Champion to drive the new process of achieving sales target and reducing the food cost by 2% every month and maintain the beverage cost by 10%
- Maintained and grew food and beverage revenue and increased profitability consistently by 5 %
- Guest satisfaction scores were improved from 75% to 90%
- Conducted training and organized educational bar and service classes for all food and beverage associates increasing Sales by 4 %

Intercontinental Phoenicia Hotel – Beirut, Lebanon

Feb 2018 – Feb 2019

All Day Dining Restaurant Manager

- Hired, trained, coached, and developed 30-member staff, with the express purpose of integrating talented individuals into a team capable of exceeding all customer and corporate expectations with regard to service, food safety, and restaurant cleanliness
- Implemented cost controls for food, beverage and labor
- Served as mentor to junior team members. Developed and rolled out new policies
- Ensured customers were satisfied with every part of the flooring experience, from initial greeting through order completion

Achievements:

- IHG Guest Satisfaction rank improved from 12 to be number one over the middle east region
- Reduced labor cost from 24% to budgeted 11% of net revenue in one month by creating new scheduling procedures
- Played a key role in delivering 15% sales increase through superior performance against objectives in sales, profitability and customer service
- Increased sales over the previous fiscal year by \$300,000
- Train and develop the team to achieve having the ISO 22000 Certificate

Printania Palace Hotel – Broumana, Lebanon

July 2017 – Nov 2017

Food & Beverage Manager – Summer Season Contract

- Finishing contract with new companies to open the outlet on the hotel garden and village “some by paying rental and some by having share profit” that lead to improving the revenue by 20%
- Reduce the labor cost by creating new scheduling policies
- Negotiated with suppliers to reduce cost and consistently achieved 15% department profitability
- Achieved 15% improvement in restaurant guest satisfaction (GSI scores) through hands-on training and the attitude combined with attention to detail

Al Mazaya Company - Doha, Qatar

March 2016 – June 2017

Restaurants Operation Manager – Leaving Because of the last situation in Qatar

Managing & Opening high volume restaurants & Café with improving all controllable costs thereby maximizing financial performance. Also responsible for effectively developing, managing and leading the restaurant team to provide excellent service

- Open the new 7-star ranked stand-alone international restaurant “Romeo & Juliette”
- Open the new Mall rooftop Lebanese restaurant “Al Mazaya Restaurant”
- Renovation and Development for the Resto Lebanese Café “Aroma Garden”
- Reduce the labor cost by 18% by doing the direct hire
- Build a crisis management process to service over the 6 months of gulf problems and maintain the work level

Faqra Catering – Hamra, Lebanon

Aug 2015 – Feb 2016

Branch Manager – Renovation Contract

Managing a renovation for the branch and maintain the relationship with the bank management to reach high sales and reduce the cost. Also ensure to deliver the high quality of food and service.

Sushi Ko Japanese Restaurant – Broumana, Lebanon

March 2015 – Aug 2015

Branch Manager – Branch Opening and Business Running Contract During Summer

Managing an opening for a new branch in Broumana, within Printania Palace Hotel

Pro's Café & Restaurant – Dekwaneh, Lebanon

Aug 2014 – April 2015

Restaurant Floor Manager

Ensure to deliver the high quality of food and service
Ensure to deliver the proper sequence of service training for the staff

Doculand Copy Center – Hamra, Lebanon

Oct 2013 – Aug 2014

Assistant Branch Manager – Leaving to get back to the Hospitality Field

- Supervising the staff
- Dealing with Problems
- Making sure that the customer is receiving a high quality of service
- Dealing with companies and making the proper offer for them
- Organize the rush hour tasks

La Cigale Hotel – Doha, Qatar

Dec 2010 – Sept 2013

Restaurant In-Charge – Leaving to get back to Lebanon for a family reason

- Supervising the staff
- Dealing with Problems
- Making sure the staff is giving appropriate service for handling issues and complaints
- Train staff
- Maintaining the environment

The Dubliner “Irish Pub & Resto” – Antelias, Lebanon Aug 2010-Dec 2010

Opening Project and leaving by new contract to Qatar

Le Royal Hotel – Dbayeh, Lebanon Jan 2008 – Aug 2010

Captain Waiter

PROFESSIONAL CERTIFICATIONS

- IHG My Learning Academy:

IHG MICE Conversion

LNR Performance

Engaging your team

Strength in Numbers

201 Certified Beverage Specialist

Intercontinental Lunch & Dinner Standard

IHG Foundation Food Safety (Level 2)

Driving Restaurants and Bars Revenue

IHG's Way to Book Direct

True Hospitality Service Skills

IHG Concerto

Human Rights Certification

Code of Conduct, Competing Fairly

Code of Conduct Training

Loyalty Connect

LNR Power Tools Communicating for action

RM Food and Beverage Specialty Program

Finance Intermediate

Coaching 1&2 Editions

Leading in Crisis

Revenue Management Indicators (RMIs)

Guest Connect Training

Intercontinental Breakfast Standard

Essentials of Loyalty Compliance Training

InterContinental Hotels and Resorts Brand

Code of Conduct, Handling Information Responsibly

Code of Conduct, Anti-Bribery

- Harvard University Manage Mentor

Developing Employees Certificate

Strategic Thinking Certificate

Budgeting Certificate

Diversity Certificate

Business Plan Development Certificate

Team Management Certificate

- E-learning College

Business Management Course

Customer Service Course

Management Course

Event Management Course

Human Resources Management Course

Travel & Tourism Management Course

Hotel Management Course

- Expert Rating Institute

Kaizen (Expert Level) Certificate

Selling Skills Course Certificate

Accounting Fundamentals Course Certificate

Time Management Course Certificate

Public Speaking Skills Course Certificate