

Makram El Khoury



El Rabieh - El Metn -Lebanon

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Currently in Lebanon

1) Career Summary

Postgraduate Diploma in Hotel Management Francel College / Lebanon

19 Years working experience

2) Professional Experience

SA Enterprises L.L.C MA/USA

Director of Business Development

Sep.2017-Oct.2019

Al Hokair Group (Head Office) Dubai /UAE

Regional PR-BD Manager / Managing Director Advertising Agency/consultancy

Feb.2012-Aug.2017

Area Sales & Marketing Manager/Operations

Dec.2009-Feb.2012

- Promoting and marketing the business
- Managing budget plans and controlling expenditure
- Setting and achieving sales and profit targets
- Dealing with customer complaints and comments
- Addressing problems and troubleshooting
- Ensuring events run smoothly
- Ensuring compliance with licensing laws, health and safety and other statutory regulations.
- Preparing leasing contracts
- Preparation and execution for the annual marketing media plan
- Establish and implement departmental policies, goals, objectives, and procedures, conferring with board members, organization officials, and staff members as necessary.
- Determine staffing requirements, and interview, hire and train new employees, or oversee those personnel processes.
- Monitor businesses and agencies to ensure that they efficiently and effectively provide needed services while staying within budgetary limits.
- Recommend locations for new facilities or oversee the remodeling of current facilities
- Direct and coordinate activities of businesses or departments concerned with the production, pricing, sales.
- Review financial statements, sales and activity reports, and other performance data to measure productivity and goal achievement and to determine areas needing cost reduction and program improvement.
- Conduct office management task
- Ensure safety regulations are adhered to
- Implement measure to provide motivation for employees
- Oversee customer service departments and assess that they are meeting customer satisfaction goals
- Prepare, revise and submit reports, budgets and other documentation
- Dialogue with clientele about customer service issues or queries
- Communicate information to the departments filtered for management
- Perform training sessions
- Implement quality management and regulatory compliance strategies
- Review customer reviews and customer related statistics

Al Hokair Group (Tulip Inn Hotel)

Dubai/UAE

General Manager

March 2009-Dec.2009

- Planning and organizing accommodation, catering and other hotel services
- Promoting and marketing the business
- Managing budgets and financial plans and controlling expenditure
- Maintaining statistical and financial records
- Setting and achieving sales and profit targets
- Recruiting, training and monitoring staff
- Planning work schedules for individuals and teams
- Meeting and greeting customers
- Dealing with customer complaints and comments
- Addressing problems and troubleshooting
- Ensuring events and conferences run smoothly
- Supervising maintenance, supplies, renovations and furnishings
- Dealing with contractors and suppliers
- Ensuring security is effective
- Carrying out inspections of property and services
- Ensuring compliance with licensing laws, health and safety and other statutory regulations.

Al Hokair Group (Brioche Doree)

Dubai/UAE

Area Manager

Nov.2008-Feb.2009

Responsibilities

- Maintained the Day to Day supervision for the outlets and departments.
- Prepared work schedules and assigns personnel to meet production plans, and evaluates
- Work performance of employees.
- Filled out all necessary paperwork in a timely manner.
- Assisted to implement specials and promotions.
- Followed and enforce all company policies and procedures and insure guest safety.
- Laid internal systems and procedures to streamline the Marketing Operations.
- Introduced a comprehensive Performance evaluation system to the department and the appraisals are made to benefit the employees and the organization both.

ABU DHABI HEALTH AND FITNESS CLUB

Abu Dhabi/UAE

Holding company for too many projects (Restaurants, Hotels and Resorts...)

Operations Manager

17th June 2007 to Nov.2008

Achievements

Overall responsibility in achieving company's corporate objectives and develop & implement Marketing plans

Responsibilities

- Maintained the Day to Day supervision for the outlets and departments.
- Prepared work schedules and assigns personnel to meet production plans, and evaluates
- Work performance of employees.
- Filled out all necessary paperwork in a timely manner.
- Assisted to implement specials and promotions
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BOWLING CITY

Dubai/UAE

Full amusement center (Bowling, coffee shops, video games). With 7 branches

Business Development & Operations Manager

20th September 2006- 1th June 2007

Achievement

Achieved new Branches in following cities; Abu Dhabi
Dubai festival city
American University of Sharjah

This is inclusive of both market penetration and Development.

Responsibilities

- Entrusted to obtain at least one branch each 4 months

- Analyze and evaluate customer performance and propose strategies for the company in order for business development.
- Responsible to be the first point of contact from the company for customer world over.
- Event Management (Mainly organizing foreign Exhibitions)
- Advertising (Development of product brochure/print media and corporate web site)
- Present the Marketing plan that is ultimately contributing to the overall corporate plan.
- Carry out research for market development and customer relationship activities
- Understand the customer perception on the company by way of carrying out time to time email and telephone surveys.
- Represent the company in International trade fairs and meetings.
- Propose and Implement strategies for business development in the Middle East.

Strengths

Possess a natural flair, passion for hospitality and courteous service, which enables me to create loyal customers for the organization. Careful attention, follow ups and immediate response to customer queries helps me bringing new customers. Sustaining existing customers by constant relationship building and follow up has been proven to be one of my strengths. My unique ability to acquire new markets and sustain them has also enabled me to differentiate, remind and inform for their contribution to the organization.

ROTANA HOTEL

Hazmieh/Lebanon

Chief Steward

4th Feb 2005- 10th July 2006

Achievement

Coordination, follow up and see the end of the tasks. Committed to meet deadlines at work.

Responsibilities

- Maintained high health safety standards at all times
- provided outstanding service and full information about products
- Responsible for all the purchase of the company and accuracy of documentation
- Responsible for some selected imports of selected products

LE ROYAL HOTEL

Dbayeh/Lebanon

Assistant Food and Beverage Manager

2nd October 2003-22nd January 2005

Achievements

Made the food and beverage outlets reach the highest level of serving and preparing standards.

Responsibilities

Group floor planning, menus setting.

Maintain the daily supervision for the outlets

Train the employees

Provided a high standards for hygiene

Inspected kitchen, dining areas, utensils and equipments to ensure sanitary.

PHOENICIA INTERCONTINENTAL

Beirut/Lebanon

Assistant restaurant manager

19th January 2001-24th August 2003

Achievement

Pre-opening for the hotel...

Responsibilities

- preparing schedule
- Job descriptions for staff
- checking the kitchen, food and staff
- Inventory
- Groups floor planning
- cooperated with all hotel departments.

USM COMPASS

Beirut/Lebanon

Catering Supervisor

28th February 2000-2nd December 2000

Achievement

Opening for a branch inside the USJ (University of Saint Joseph)

Responsibilities

- Managing the staff
- providing around 1500 meals of snacks daily
- following up the outside orders
- taking deals, (birthdays, weddings...)

HOLIDAY INN BUR DUBAI

Dubai/UAE

Assistant restaurant Manager

3rd march 99-14th November 99

LE MONOT RESTAURANT

Beirut/Lebanon

Controller

September 1998-february 1999

L"ESTRAGON RESTAURANT

Beirut/Lebanon

Restaurant Supervisor

May 1996-June 1997

3.) PROFESSIONAL EDUCATION

Successfully completed subjects in "**Professional Qualification in Marketing**"

1. Customer Communication
2. Marketing Environment

4.) Event, Training / Seminars Attended

- Training program on Marketing Strategies
- One day Seminar on " Think Customer, Think Efficient"
- Micros and Fidelio training and certificate held
- Cigar training
- Customers comes first training
- Telephone techniques

5.) OTHER INFORMATION

Contact in Lebanon Qornet Chehwane ,El Metn

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Date of Birth: 4th October 1980
Marital Status: Single
Gender: Male
Hobbies and Interest: Reading