

Curriculum Vitae



Name : Slavy Ghazal

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Date of Birth: 01/05/1971

E-mail : slavy.ghazal@gmail.com

Website : www.houjoozat.com Founder of (www.hoojoozat.com) – Golden Award “Leb web award 2006”.

Experience :

January 2022-current: Project Consultant

- Opening of Tilia ApartHotel { Ashrafieh,Beirut } 4 stars hotel
- Swot analysis and Market survey.
- Initiate rates structure based on compt.set.
- Link the hotel to booking.com, Expedia
- Optimize channel manager.– Igloo rooms
- Affiliate with new OTAs and Google travel.
- Optimize stories on social (Insta,Google, Facebook)
- Initiate operations handbook for front office and housekeeping
- Contracting corporate accounts Mice, Ngos, Embassies, TAs
- Organizing in-house events (outdoor parties, Dj, giveaways), invite key accounts and bloggers to introduce the properties
- Participating in International Travel market to expose the properties and looking for opportunities to sign new deals with feeder markets

21 March 2011- 11 October 2021: Coral Beach Hotel & Resort Beirut 5 stars Ex-Sheraton (122 rooms, meeting room up to 1000 persons, 7 outlets, 2 pools)

Director of Sales & Marketing

- In charge of “Sales, Marketing, Banquet sales and Reservation department” - Acts as Duty Hotel Manager once a week.
- Initiates manuals “policies & procedures” for the sales team, banquet sales, Marketing, reservation”
- Restructures the team and implements new sales and marketing strategies.
- Contracts main international wholesalers
- Develops and accesses the hotel website to be bookable online
- Builds partnership with international online marketing websites
- Participates in major international tourism exhibitions for exposure and contracting

- Establishes a strong liaison with preferred meeting planners and corporate accounts to increase MICE business.
- Contracted exclusive long term agreements with major UN agencies and INGOs for accommodation and conferences.
- Build strong relationship with Embassies to host their national days and special events.
- Promotes positioning for the hotel to acquire International conventions
- Activates social media awareness by implementing promotions and Marketing campaign for rooms and F&B outlets and events.
- Integrate CRM software in order to analyze customer interactions and enhance employee's performance.
- Integrate international channel manager, monitoring and management of room rates availability & restrictions and boosting hotel revenue with efficient rate and inventory management.
- Initiates events calendar to boost resort outlets.
- Initiates new rates structure which led in enhancing ADR & Revpar.
- Changes rooms categories by adding on twin rooms "due to group requests and airline crew"
- Introduces new shuttle service in order to acquire distant companies.

01 February 2009 – 01 November 2010: **Ramada Down Town** 4 stars "Wyndham Hotels", Beirut-99 rooms

Director of Sales

- In charge of the Sales & Marketing Department
- Conducts the restructuring of the Department by implementing new policies
- Initiate strategy and tactics plan
- Maintains a good relation with existing productive accounts
- Attracts new Key accounts to the hotel
- Drives regular advertising campaigns and promotions.
- Targets new markets through trade fairs and exhibitions
- Executes new marketing campaign activities (concerts, magazines, events)
- Initiates new collaterals related to Rooms, Food & Beverage activities
- Prepares sales & Marketing budget and expenses for the year 2010

03 January 2005 – 01 February 2009: **Four Points by Sheraton, Le Verdun "Starwood Hotels & Resorts"**, Beirut 4 stars- 132 Rooms.

Assistant Director of Sales & Marketing - in charge of the Department

- ◆Promoted to Assistant Director of Sales in January 2008
- ◆Promoted to Sales Manager in April 2007
- ◆Promoted to Assistant sales Manager in June 2006
- ◆Selected Employee of the Month "Sales Executive", May 2005 "for over achievement of the target in "low season"
 - Handles GCC Market (Kuwait / KSA) and Tours operators, VIP's, Airlines, Ministries, UN, Government, Associations and big trading companies.
 - Secures conferences, banquets menus and events to be held within the hotel premises - Prepares the Managerial management report
 - Prepares yearly budget / expenses / monthly forecast.
 - Designs processes for branding identity, image advertising, and promotions when developing new products, new services, and new outlets.
 - In charge of Sales Incentive Management program SIMS
 - in charge of Key Account Management program KAM

- Manager on duty “one day per week” implementing and executing related duties and check list.

10 January 2003 – 05 December 2004: *Savoy Raouche Hotel* 4 stars, 75

Rooms Operations Manager

- In charge of Reception, Sales, Housekeeping, Maintenance , Restaurants Implements and maintains sales and marketing programs.
- Ensures that all agreements made with groups, major companies, travel agencies are completed and fulfilled.
- Increases the level of guest satisfaction through employee training, development and quality image.
- Responsible for daily reports, occupancy and coordinate rooms’ information with the house-keeping Dept.
- Ensures related policies and procedures established are properly followed
- Raises and maintains occupancy level
- Conducts researches for new markets abroad, promote Lebanon first Destination in Jordan, Syria, and Saudi Arabia through direct deals.
- Maintains standards of performance and quality of services by reducing expenses to generate more revenue.
- Plans and forecasts both, short and long term operational goals and capital needs.
- Supervises employees through their direct managers.
- Develops standards of quality, efficiency and productivity

01 June 2001 – 02 January 2003: *Bella Riva Suite Hotel* 4 stars - 60 Rooms

Front Office Manager

- Resets the Front office (implements new and old procedures)
- Organizes and trains new staff
- Changes the software to PMS
- Handles all the sales and reservations contract (tour operators, corporate, individuals) - Organizes department and operations.
- Works on increasing the occupancy level
- Works on Increasing the average room rate

01 June 1998 – 30 May 2001: *Savoy Comfort Hotel* 4 stars- *Choice Hotels Int.* - 75 rooms

Front Office Manager - Pre-opening period 1998

- Responsible for setting-up F.O system, reservation, operators, back-office
- Supervises the processing of guest arrivals, departures, including front office staff, telephone operators, reservations, bell-boys and security.
- Ensures Hotel guests reservation and requests.
- Responsible for accurate records and reports regarding rooms availability and rates Supervises and schedule all related staff
- Prepares weekly and monthly and annual forecast

04 April 1993 – 31 May 1998: *Le Bristol Hotel* 5 stars- *Summit Hotels* - 160 rooms

Front Office Agent

- Receives reservations and organizing bookings
- Replies to written correspondence directed to the hotel
- Handles money including currencies, Euro cheques and credit cards - Organizes daily tourism tours and handling all matters related to airline tickets through the travel desk

- Acts as Guests relation officer after finishing the shift at the executive floor

Education and Trainings:

1976-1990 Metn Chemali College - Bacc II (Sc-ex)

1993-1994 Sidani trading center – diploma in ticketing and reservation “IATA”

Certificate “Marketing”: *London chamber of commerce and industry*

Certificate “Customer Service”: *London chamber of commerce and industry*

Certificate “New Millennium Manager” - LAU

Certificate “Selling skills” – LAU

Certificate “Developing Negotiation Skills” – LAU

Certificate “Strategic Selling”- Beirut Academy for Travel Sciences

Certificate “Professional selling skills” – Starwood Hotels & Resorts

Certificate “Negotiation Skills” – Starwood Hotels & Resorts

Certificate “Digital Marketing” – Michael Leander

Certificate “ISO 9001”training course- “Management Mix”

Certificate “Quality certification / Mystery Shopping”- “International Service Check”

Crisis Management – Training “Starwood hotels & resorts”

Service Culture- Training “Starwood hotels & resorts”

Maximizing Revenue “Wyndham Hotels”

I AM “Wyndham Hotels”

Understanding corporate Management in the Middle Eas “ACTE”

Languages: (written & spoken fluently) Arabic, English and French. Russian (beginner level)

Task Force: Sheraton-Aleppo 200 Rooms, pre-opening (Sales Manager in charge)

September/October “2006”

Special Projects:

-Project Manager Pre-opening June 2024 till August 2024 (Beverly Beach Hotel Lebanon, 4stars),

. Oversee the design phase, ensuring alignment with brand standards and functional requirements.

. Coordinate with architects, interior designers, and contractors to ensure timely execution.

. Conduct regular site inspections to ensure construction aligns with project plans and quality standards.

. Address any construction-related challenges or delays promptly.

- Sales & Marketing Consultant for **Sofil catering and subsidiaries** (Pavillon Royal, Saida Rest House, La Plage, La Marina)

- Evaluator acting as Mystery shopper at **International service check** 2018 till today.

Sales trips: Syria (2005, 2009, 2010), Saudi Arabia (2006, 2008), Kuwait (2006, 2008, 2009), Turkey (2007,2010, 2011,2012,2013,2014,2015), Germany (2010, 2011), London (2010,2011),

Dubai (2005,2008,2009,2010, 2011,2012,2013,2014,2015,2017-2019-2021-2022-2023), Iraq (2012,2013,2014), Moscow (2013-2016), Cairo (2016), Georgia (2017)

Exhibitions attended

ATM-Dubai, WTM-London, ITB-Berlin, Kuwait fair, AWETTE-Lebanon, EMITT-Istanbul, GIBTM-Abu Dhabi, EIF-Erbil, MITT-Moscow

Hobbies:

Football, Gym, Running, Hunting, clubbing, cooking, movies. Food connoisseur

Skills & Competencies:

- Strong Negotiator
- Excellent Networking
- Excellent Customer Relations skills
- Market Sales Penetration & Competition Analysis
- Food & Beverage referral and guide
- Strong resilience
- Results oriented

Computer Skills:

- Microsoft Office
- Choice 2001, Hotemart, Supranational software application
- Opera, HIS, PMS , Prologic, Fidelio
- Utell software application, Summit software application