

Jessica J. Tawk

📍 Dubai, United Arab Emirates ✉ tawkjessi@gmail.com ☎ +971 50 2600457

SUMMARY

Experienced Hospitality Management Professional with 9 years of expertise in restaurant operations, HR coordination, sales, and customer relations. Proven track record of implementing effective cost management strategies that drive significant revenue growth. Skilled in streamlining workflows, fostering staff development, and maintaining exceptional service standards. Proficient in managing client needs and complaints, organizing successful events, and leveraging customer feedback to elevate dining experiences.

EXPERIENCE

Event Coordinator Assistant

La Table Events

October 2023 – May 2024, Abu Dhabi/ Dubai , UAE

- Assisted in planning and executing over 10 high-end events especially weddings, implementing comprehensive event plans that enhanced customer service and attention to detail.
- Managed guest lists and seating arrangements for up to 400 attendees, optimizing the reservation and table management processes.
- Resolved on-site issues, demonstrating adaptability in fast-paced environments, leading to a drop in the number of incidents.
- Developed and implemented standardized operating procedures (SOP) for event setup and breakdown, reducing setup time by 15% and increasing team efficiency by 20% using project management tools.

Sales Assistant/Store Coordinator

Azadea (Massimo Dutti)

September 2023 – February 2024, Abu Dhabi, UAE

- Welcomed and assisted customers, promptly addressing needs and maintaining the company's high-quality service standards, resulting in improved customer feedback.
- Advised customers on product selections through personalized recommendations and promoting gift vouchers, contributing to a 12% increase in sales.
- Organized and replenished shop shelves, maintaining cleanliness and boosting customer satisfaction scores by 15%.
- Implemented security measures and maintained vigilance, reducing theft incidents by 10%.
- Conducted regular physical and electronic inventory checks of shop products, ensuring accurate stock keeping and compliance with company guidelines, which improved inventory accuracy and reduced discrepancies.
- Addressed customer concerns effectively, leading to a 10% increase in customer satisfaction over a 6-month period through efficient resolution strategies and follow-up.

Restaurant Floor Manager

Em Sherif Sea Café

August 2022 – June 2023, Abu Dhabi, UAE

- Enhanced the establishment's workflow through efficient group arrangements and precise planning of daily operations, resulting in improved productivity and cost-cutting measures.
- Facilitated the training of newly hired employees by actively participating in training programs and providing continuous support and guidance, promoting an environment of growth and continuous improvement.
- Maintained vigilant oversight of staff performance, work ethic, and the quality of food and beverage offerings. Ensured compliance with establishment guidelines and upheld the latest local standards, guaranteeing exceptional service for clients.
- Led daily staff meetings to discuss the operational plan, address identified areas for improvement in behavior, quality, or hygiene, and manage client needs and complaints. This approach helped prevent future missteps and maintain high standards across the team.
- Planned employee vacation leave schedules, ensuring timing during low seasons to maintain work quality and operational efficiency.
- Fostered a client-centric approach by consistently striving to exceed expectations and provide a memorable dining experience. Introduced a new customer feedback system, resulting in a 17% increase in positive customer ratings and satisfaction.

HR Assistant

Em Sherif Sea Café

April 2022 – August 2022, Abu Dhabi, UAE

- Supported the recruitment process, including evaluating and hiring procedures, to attract and select talented individuals.
- Streamlined recruitment and on-boarding, reducing time-to-hire by 20% through effective modifications in employee life cycles.
- Coordinated and supervised the induction process for new staff, ensuring compliance with training and restaurant requirements.
- Maintained accurate employee records, including personnel information, performance evaluations, and training records.
- Provided guidance and support on HR-related matters, fostering a positive work environment and promoting employee satisfaction.

Sales (Key account)

Levtude

April 2020 – May 2021, Beirut, Lebanon

- Maintained high buyer satisfaction and retention levels by regularly communicating product updates and addressing customer inquiries through collaboration with different departments.
- Expanded business network and drove sales and revenue growth through interpersonal relationships and digital platforms.
- Ensured smooth sales transactions from supplier to delivery to end-user.

Restaurant Floor Supervisor

Dunya Restaurant

May 2017 – February 2020, Beirut, Lebanon

- Oversaw front-of-house activities and successfully streamlined daily tasks and responsibilities, leading to a notable overall productivity.
- Demonstrated exceptional problem-solving skills by providing immediate resolution to client inquiries, offering guidance and support to colleagues as needed.
- Efficiently managed floor staff distribution based on accurate customer traffic predictions, implementing process improvements that resulted in a significant 15% increase in overall service efficiency.
- Played an active role in the delivery of the training program for new staff members, ensuring a smooth process and providing ongoing support throughout their integration into the team.

Customer Relation Management (CRM) Team

Dunya Restaurant

May 2015 – May 2017, Beirut, Lebanon

- Entered consumers' data in our server, to analyze and compare new and existing entries, thus identifying sales trends, for further growth.
- Maintained an excellent relationship with the customers, through honesty, client data security and personal information privacy and reliability.
- Formulated marketing strategies, by analyzing collected data resulting in a 10-15% increase in return customers, and business outreach expansion.

Waitress

Lina's Café

July 2014 – February 2015, Beirut, Lebanon

- Excelled in customer and employee relations, consistently receiving positive feedback and assisting new waitstaff.
- Collaborated closely with kitchen and support staff to ensure timely and accurate food delivery, enhancing the dining experience.
- Proactively gathered customer feedback on food and service quality, utilizing it to improve guest experiences.
- Demonstrated excellent knowledge of menu items, specials, and beverage selections.
- Enhanced table turnover rate by 20% during peak hours, efficiently handling high volume restaurant traffic using POS systems and maintaining superior customer service.

EDUCATION

Lebanese baccalaureate – General Science

College Du Sacre-Coeur • Beirut, Lebanon

Hospitality Management

American University of Science and Technology • Beirut, Lebanon • September 2015 – June 2019

SKILLS

Bayzat Software

Omega POS Software

Squirrel POS software

SevenRooms Guest Experience Platform

Microsoft Office

Arabic (Native speaker)

French (Native speaker)

English (Native speaker)