

# Charles Storey

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## Administration & Customer Service

Results-driven, people orientated professional with hands-on experience in the leisure and hospitality sector. Notable success leading and controlling all aspects of business to accelerate organic growth. Adept at planning, scheduling, and delivering project/programme under strict deadline and budget constraint. Skilled at managing cross-functional teams to enhance operational efficiency while meeting financial and commercial objectives. Reliable team member with excellent communication and organisational talents to build sound relations with key stakeholders, clienteles, and co-workers. ***Proven expertise in:***

- Continuous Process Improvement
  - Sales & Marketing Management
  - Project & Leisure Management
  - Health & Safety Standards
  - Operational Excellence
  - Revenue Generation
  - Process Development & IT Systems
  - Documentation & Reporting
  - Empathetic Leader & Team Builder
  - Administrative Support
  - Sports Development
  - Cash Handling and Reconciliation
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## SIGNATURE CONTRIBUTIONS

- Earned an Exceptional Service Award at Lake Louise Ski Resort for continuous service excellence.
  - Attained the first position in Grosvenor Casinos under two years' experience dealer competition.
  - Spearheaded growing and successful junior snowboard programme.
  - Customer service and profit generation frequently recognised by Board of Directors.
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## PROFESSIONAL EXPERIENCE

Lake Louise Ski Resort – Lake Louise, Alberta

**Snowboard Instructor**, 11/2019 to 03/2020

*Improved kids snowboarding/riding skills by devising and executing fun and interactive lessons.*

Provided attentive customer service to improve customer satisfaction level. Formulated new run ready for next season by streamlining mountain operations. Taught anyone aged three and over at a beginner or intermediate level how to improve their snowboarding.

### ***Key Contributions:***

- Served as a volunteer to help mountain operations with cutting trees down ready for new ski run and setup most mornings.
- Dramatically increased sales figures within a first year by serving as a CASI instructor.

Norfolk Snowsports Club – Norwich, Norfolk

**IT & Training Officer**, 03/2017 to 11/2019

*Skilfully managed staffing centres to meet strategic organisational objectives.*

Administered large group and school bookings as well as updated club servers, databases, and systems. Compiled accurate reports for recommending corrective actions and improvements to top management. Held full accountability for staffing tubing, monitoring staffing in activities, configuring new sessions to systems, creating reports, taking group and school bookings, and planning for events and camps. Organised training sessions for tubing, boot room and office staff and responded to customer enquiries. Served as an office manager during recruiting processes, absences and holidays.

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**Key Contributions:**

- Maximised group and school bookings ~34% 2017-18 than 54% 2018-19 which resulted in tremendously boosting profit.
- Produced £9K turnover in the first year by developing successful junior snowboard programme.
- Generated in excess of £16K income through addition of extra activities.
- Continuously improved business procedures that minimised workloads.

Grosvenor Casino – Great Yarmouth, Norfolk

**CAD (Customer & Dealer Support/Cashier)**, 05/2014 to 04/2017

*Held full accountability for counting, banking, ordering, and paying/taking huge sums of assets and cash.*

Led seven casino dealers to accurately pay and take bets and win their objectives. Achieved and exceeded all goals and targets and completed casino level 2 leadership workbook.

**Key Contributions:**

- Organised training sessions for newly hired and experienced casino dealers which resulted in hitting spins and hands per hour, accuracy and customer service.
- Managed some of the casinos biggest card room events with a team of dealers.

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**EDUCATIONAL BACKGROUND**

**Level 3 Award in Health & Safety in the Workplace**

**Qualified Snowsports England and CASI Level 1 Snowboard Instructor & UKCP Level 1 Freestyle Coach**

**Designated Safeguarding Officer (Level 3)**

**Leadership & Management**

**Effective Leadership**

**Project Management**

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**TECHNICAL PROFICIENCIES**

I am currently learning how to code and am highly trained in Gladstone Plus 2 & EyeQ software systems.