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Career Objective: My goal is to bring in more profit to the organisation I am with and increase its yearly profits. I aim to expand its current client scope by conducting massive marketing on the services and facilities to equally middle and high class clientele.

Revenue – consistently striving for target and aggressively in converting all possible businesses into definite

Customer – Continue to maintain the process of customer journey to ensure total satisfactory of guests.

Quality – Contributed to the team achievement of Group Enquiry Call & Email.

People Management – Involved in Managing other departments in the Hotel and also own Team /

Colleagues. A strong believer in equality and sharing best practices with everyone.

Hotel System used:

1. Delphi (*MPI – multi property , Hilton KL+ Hilton PJ+ Doubletree KL*)
2. Delphi FDC (*cloud base – mobile & internet base, can be connected during sales call/appointment*)
3. Microsoft Outlook
4. OnQ for Rooms reservation (*Hilton Worldwide own system*)
5. IDEAS (*for room rate strategy & yielding at Hilton Worldwide group*)

Career progression: *(from present to past)*

- 1) Dorsett Grand Labuan(Labuan Federal Territory) Director of Sales, 14 May 2013 – present
- 2) Hilton Kuala Lumpur (Hilton Worldwide), Assistant Director of Sales, Groups Conference & Events, Oct 2010 – May 2013
- 3) Nikko Hotel Kuala Lumpur, M.I.C.E Sales Manager, July 2006 – Oct 2010
- 4) Hilton Kuala Lumpur @Hilton Worldwide, Wedding Executive, Aug 2003 – June 2006 (*pre-opening Team for Business Development – Groups, Conference & Events*)

Tasks / Job scope/ Responsibility as Director of Sales & Sales person in the Hotel Hospitality Industry :

- Managed the Sales & Marketing Team in closing sales effectively, gaining client interest and trust for long term business relationship, PR Awareness, Media & Press Relations, Budget & Expenses, Yielding
- Emphasize on Sales presence in the market and build Brand Image of the Hotel
- Management on Duty(MOD) during weekend
- Sales Blitz & call activities to various offices, government ministries, embassies and see if they are up to groups, conferences, meetings, official state banquets, outside catering, dinners
- Site Inspection the clients around the hotel, explaining the facilities and amenities
- Cleared put points in the contract that are vague for clients
- Oversee hotel Sales & Marketing operations – with Profit & Revenue as Priority
- Weekly Aging/Credit Meeting with Sales & Finance to ensure all payment are in for weekly groups
- Ensure all inquiries are handled accurately, and in 2hrs, gaining customer satisfaction
- Checking hotel group details and rooming lists based on specifications and customer information.
- To ensure all information for Operation co-ordination & planning ensuring smooth guest experience
- Trained new Sales Team from basic on Sales Skills, Yielding, Consistency, Response Time
- Work Smart, Fast, Eye on detail, Accuracy
- Retained existing clientele , rapport & trust building

STRENGTH:

Influence - Good influencer for the team as I am a trust worthy person. I'm assertive when facing challenges with the subordinates and superiors. Developing relationships - Good in maintaining the relationship with guests and colleagues.

Communication - Always maintain open communications within the team. Learning to adapt into diplomatic communications. Communicates clearly and concisely, both orally and in writing. Is open and honest and encourages two way communication. Diplomatic in difficult situations. Shows passion and empathy for customer service. Have an Open Door policy with the Team & Associates

Planning - Good in time management even with last minute events. Must get involve in planning schedule especially with special project assign by the superior.

Analysing Information - Development needed especially for analyzing the revenue data and information. Proactively seeks out and researches all relevant information when trying to resolve a problem. Is focused, organised and able to juggle different priorities in order to meet deadlines

Drive and Resilience - Work well under pressure and stay clam under situation. Presents logical opinions in an assertive way when trying to persuade and convince others. Has confidence to constructively challenge peers and managers and face up to and resolve conflicts. Is visible and has a strong impact in own department. Demonstrates an inspirational and innovative approach to problem solving. Confident in making sound decisions with minimal guidance. Takes ownership and accountability for own department. Reacts quickly with determination and energy, whilst remaining calm and level headed in order to deliver results. Takes personal responsibility for developing own skills and ensuring continuous learning is taking place.

Coaching & Training - Conducts performance reviews, identifies training needs, offers constructive feedback and ensures colleagues have development plans in place. Coaches the individual and the team in order to support career progression and facilitate succession plans for the department. Identifies what motivates colleagues, adapts style accordingly in order to bring out and capture the best in all team members. Recognises and rewards achievement. Guiding the Executivers to do sales and how to close a deal and negotiate. Creates a focused, fun atmosphere where the team is hungry for success

ACCOUNTS & PROFILE EXPERIENCE 2005 - 2014 :

- Government Ministries , Semi-government, Government Link Companies (GLC's)
- Oil & Gas / Energy / Power supply/ Automotive / Freights / Shipping
- Banks, Investment companies , Insurance/ Training , Consultations and Universities
- Weddings (*Malay, Chinese, Indian, Western, Japanese & others*)
- Professional Conference Organisers, Event & PR Companies
- Medical / Pharmaceuticals / Academy of Science
- Non Profit Organisations / Embassies / High Commission / Chamber of Commerce
- All Expatriates associations / Annual Expatriates Dinner Ball
- Outside Catering / Takeaway / Delivery Private Social Events / Royalty & Ministers
- Managing and assisting Marketing Communication department in various job / tasks (*press releases/media/photography shooting/promotions etc*)

ACHIEVEMENTS :

Sales achievements throughout my working duration:

- Achieving highest revenue for Dorsett Grand Labuan in 2013/14 financial year – surplus of 8% (*approx. 2.4million*) compare to last 16 years since the hotel opens
- Dorsett Grand Labuan has been awarded **2013/14 Recognition for The Most Improved RevPar** in the Dorsett International Group. This award is due to the **Revenue Per Available Room** has improved tremendously in 10-12 months. The award recognition has elevated Dorsett Grand Labuan to the next level. This will not be possible without Teamwork ,Smart & Effective Yielding, Selling strategy and action plan in place
- Managing Marketing Communication department in Dorsett Grand Labuan in Media / Press/ Advertising strategy, Budget & Adverstising Plan etc
- Managing the Team in Dorsett Grand Labuan, teaching and guiding them How to Sell effectively with High Profit margin and shorter lead time for conversion
- Given each team member in Dorsett Grand Labuan, KPI for performance review, promotion and incentive scheme / individual target
- Good in communication with Internal and External Guest / Clientele to gained their interest and trust by being Honest , Sincere, Straight in giving constructive positive & negative feedback
- Brought back Malay & Indian weddings / social production accounts to Hilton Kuala Lumpur by working closely with International brand Designer , Wedding Planners, Vendors, suppliers and Musicians
- Increased Governments and GLC's production in Hilton Kuala Lumpur throughout my duration in Hilton Kuala Lumpur with my protocol knowledge , attitude and charisma
- Introduced importance of Royal / Government protocol to Hilton Kuala Lumpur Team & Management with good rapport with PM's Department and King's Palace offices
- First outside catering by Hilton Kuala Lumpur for the King official birthday in 2013
- Protocol knowledge for Royalty and Ministers
- Closed and handled IMCA – The International Marine & Oil Event (MICE) the biggest and highest Hotel Nikko Kuala Lumpur earning and profit earned since the Hotel opened (*more than 1 million in 3 days*)
- Achieved and exceeded sales target for the past 2 years at Hotel Nikko Kuala Lumpur .

- Achieved Nikko Hotel 2007 Sales Target with highest average rate since the opening of the Hotel, 10 years back by selling High to Low (BAR)
- Put Hotel Nikko on the map for preferred venue for wedding events
- Organised & overseeing First Hotel Nikko Bridal show in Jan 2007 since 5 years back.
- The only Catering person that sales highest wedding package tier at Hotel Nikko Kuala Lumpur

Educational Background

- Successfully completed Hilton University courses online x minimum 40 courses a Year on all Sales & Marketing/Revenue. Part of KPI for Business Development and to get next increment/appraisal
- Completed Customer Focus Training by Regional Worldwide in Hilton Pattaya for 5 days in 2011
- Successfully completed Business Council – Business English 2007
- Successfully completed High School education with Grade “A”

REFERENCE:

- Name : Mr Nils-Arne Schroeder
 Relationship : was Director of Business Development
 at Hilton KL@Hilton Worldwide (pre opening 2004-2006)
Current Position : **General Manager, Conrad Seoul(2011 – present)**
 Tel : +820261377007 / ++8613911069678
 Email : Nils-Arne.Schroeder@hilton.com
- Name : Ms Sheryl Lim
 Relationship : Director of Catering , Hilton KL
 (in 2004 – 2006/2010 - 2012)
Current Position : **Director of Business Development, Hilton Worldwide (based in PJ)**
 Tel : +603 2264 2911 / +60123203931
 Email :Sheryl.Lim@hilton.com / xxheryllim@gmail.com
- Name : Mr Boni Mansi @Bonaventura Mansi
 Relationship : Director of Operations–Hilton Kuala Lumpur
 (2006 – Sept 2013)
Current Position : **Director of Operations, Conrad Hong Kong**
 Tel : +6012 2330816
 Email : Boni.Mansi@hilton.com / zanardi10@hotmail.com
- Name : Mr Michael Borostyan
 Relationship : Former General Manager – Hotel Nikko KL
Current Position : **Owner of a Franchise chain restaurant in Australia**
 Tel : +862283198888 / +8613920035473
 Email : michael_borostyan@hotmail.com
- Name : Ms Tanya Lim
 Relationship : Former Director of Catering (2003 - 2004)
Current Position : **Project Director, Intercontinental Hotels Group**
 Tel : +6597102102
 Email : tanya.lim@ichotelsgroup

Others (salary & benefits expectation):

Current : RM 12,000.00+ *(excluding allowance, incentive & bonus)*

Expected : RM 15,000.00+ *(allowance, benefits, bonus & incentive/commission to be negotiated)*

Future Career Wish:

To join an International Chain hotel organisation and venture into new country , states , places

Expand on Sales, Marketing and Operations for own development & knowledge

Willing to learn new things, even if its not related to Sales or Marketing as an added advantage and exposure . You only Fail if you are not willing to Learn

Hope to work with an aggressive Organisation and believe in Business Return Profit and value their Team and Associates to make it better

Expand my adventure to other part of the World , Travelling around with Cooking and Language

Always be the one to started something New & Great for the company and organisation that will benefits everyone