



BERNICE DONG

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OBJECTIVE

More than 3 years experience in catering industry with a understanding and experience of restaurant administration and customer services. I am looking for an entry level position in catering field.

SUMMARY

- Independently overseas study background for 10 years.
- Over 3 years catering management experience as a general manager and shareholder of a buffet restaurant combine 4 years undergraduate degree in Advertising and Marketing; expert in identify and evaluate restaurant competitors and creating marketing campaign. Solid experience in staff management and team-building, guide, lead, and inspire staff to achieve productivity excellence.
- Able to relate effectively to a wide range of people and establish immediate rapport and trust.
- 2 years of customer service background as a sales.
- Dynamic communication, interpersonal relation and team collaboration skills.
- Highly versatile and able to quickly master new roles and responsibilities.
- Friends, former coworker and boss always describe me as a optimistic, outgoing and easygoing person.

EXPERIENCE

General Manager/Shareholder, YangShengJu Restaurant

Tianjin,CHINA — Mar 2010-May 2013

Accomplishments

- Maintains quality service by establishing and enforcing restaurant standard; ensure positive guest service.
- Respond to complaints, taking any and all appropriate

EDUCATION

Auckland University of Technology

Auckland, New Zealand — 2009
Bachelor Degree, Major in Advertising and Marketing

Auckland University of Technology

Auckland, New Zealand — 2006
Diploma in Advertising

Auckland University of Technology

Auckland, New Zealand — 2004
Certificate in Business

SKILLS & INTERESTS

Languages:

- English
- Chinese-Mandarin
- Chinese-Cantonese

Computer skills:

- Microsoft Office suite
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- actions to turn dissatisfied guests into return guests.
- Ensure proper security procedures are in place to protect employees, guests and company assets; ensure a safe working and guest environment.
- Take care of the advertising and marketing campaigns; identifying and evaluating competitors; create restaurant promotion ideas such as happy hour specials or two-for-one deals.
- Schedule the working hours of employees; supervise their performance, ensuring that they make customers feel welcome and leave satisfied.

Account Manager Assistant(Internship), Beijing International Airport Advertising Co., Ltd
Tianjin, CHINA — Nov 2008-Jan 2009

Accomplishments

- Analyzing marketing research data and assist with set up seasonal advertising promotion strategies.
- Recommending mass media advertising to clients in multiple promotion period to satisfied their diversified needs.
- Participate in teamwork for organize and plan the media promotion campaign for coming year.
- General reception work, like organize meeting agenda, answer phone calls, prepare meeting documents and etc.

Sales/Assistant Manager (Pt/Ft), Slinky Sheepskin Co., Ltd
Auckland, New Zealand — June 2006-Aug 2008

Accomplishments

- Sell goods include: souvenirs, lambskin clothes and shoes, supplements, lanolin and etc.
- Customer service include: post sale service; deal with customers' requires and inquires.
- Review daily reports; review sales results with staff regularly.
- Management duties: inventory checking, arrange work schedule, general account management.

- AC Nielsen
- Photoshop

Interests:

- Foreign films
- Music and Fashion
- Travel, traveled in Mediterranean and Asia, like Cyprus, Singapore, Japan and Korea.

TEAMWORK

Chinese Student Union Member

- Be a volunteer member in Chinese Student Union during last year study of bachelor, response to organize and publicize functions, for example assisted and participated in organize and promote the White Christmas Party in July 2008.

Student Mentor

- Serviced in Business faculty as a student mentor participate in orientations, response to breaking the ice between new students by play games; lead them to familiar with their faculties; introduce the public facilities on campus; assist them to enroll etc.

