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| Shevo%20CV%20Pic.jpg**Shevoni Soraya HASMUC** | | | |
| 6B-35/7, National Housing Scheme, Mattegoda, Sri Lanka | | | |
| +94 770 560 905 | | | |
| shevoni.s.subhan@gmail.com | | | |
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| **INTRODUCTORY PROFILE** | | | |
| Dynamic, confident, result-oriented individual offering over 14 years of experience in management within the Food & Beverage industry with a strong cross-functional service background. Extensive experience in employee relations, pre-opening, new concepts, construction of SOP, training, and menu engineering in different styles of outlets including fine & casual dining in top luxury properties coupled with a pertinent degree from an internationally renowned and one of the top universities. Leadership ability to drive and manage complex changing environment with the knowledge of strategic change management in the international hospitality industry. Proven abilities and highly successful in meeting profit objectives and operational targets. Also, skilled in optimizing team potentials through the delivery of staff training solutions. | | | |
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| **CORE COMPETENCIES** | | | |
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| * Budget Management | * Interpersonal Communication | * Customer Service | |
| * Event Management | * Front Office Operations | * Administrative Controls | |
| * Menu Development | * Organization and Planning | * Decision-Making | |
| * Public Relations (PR) | * Stock Control | * Health and Safety | |
| * Relationship Building | * Problem Solving | * Team Leadership | |
| * First Aid | * Business Development | * Human Resources Management | |
| * Staff Leadership, Training and Motivation | * Sales and Marketing Management | * Staff Development | |
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| **PROFESSIONAL EXPERIENCE** | | | |
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| **Head of Food & Beverage (Operations Manager)** | | |  |
| ***Cyril Rodrigo’s Restaurants & Cafes PVT LTD, Colombo, Sri Lanka*** | | | *Jan 2021- Current* |
| **Overseeing the operations of all F&B Outlets (14 Outlets) within the organization including Fine Dining, Casual Dining and QSR concepts. Successfully Pre-opened 3 outlets and managed over 90 employees.** | | | |
| * Handling the overall business with full P&L responsibility and reporting directly to the CEO | | | |
| * Suggesting new menu items and revising current menu items or/and prices to remain competitive and updated within the market and maintain positive growth * Proposing development plans backed by feasibility studies for Casual Dining Café | | | |
| * Developing and implementing restaurant operational systems, SOPs and training manuals for all outlets | | | |
| * Creating organizational structure for the operations team, which are in line with the updated job descriptions and profiles | | | |
| * Ensuring national food safety standards are followed throughout the operations | | | |
| * Negotiating contracts with suppliers and service providers | | | |
| * Analysing business performance, identifying opportunities for improvement, planning and executing possible solutions | | | |
| * Ensuring staff members always adhere to brand operational standards | | | |
| * Conducting operational, cash, health & safety and maintenance audits monthly | | | |
| * Handling customer complaints effectively in order to avoid future complaints | | | |
| * Completing detailed food safety checks, ensuring food safety and quality standards are maintained when storing and rotating stock | | | |
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| **Restaurant General Manager** | | |  |
| *Astor Grill (Steak House, Fine Dining)*  *St. Regis Hotel (****5 STAR LUXURY****), Marriott Group, Doha, Qatar* | | | *Nov 2019 – April 2020* |
| * Identify and implement improvements to internal restaurant operations efficiency and customer experience | | | |
| * Identify training needs; plan and implement training plans | | | |
| * Schedule staff numbers in alignment with commercial requirements | | | |
| * Devise and execute plans for maximizing budgeted revenue, profit and staff development | | | |
| * Implement and monitor food safety best practices | | | |
| * Order and maintain front of house stock levels | | | |
| * Tactfully and diplomatically resolve guest and staff concerns and complaints | | | |
| * Recruit, manage, train and mentor staff | | | |
| * Analyse and plan restaurant sale levels and profitability | | | |
| * Set departmental budgets, policies and procedures resulting in improved efficiency | | | |
| ***Key Achievements:*** | | | |
| * Designed an engaging menu layout | | | |
| * Introduced 3 different promotional events successfully within challenging deadlines | | | |
| * Created attractive room handouts, designed in-restaurant display advertisements for promotional events | | | |
| * Certified as train the trainer | | | |
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| **F&B Manager (Pre-Opening)** | | |  |
| *Rove Hotel Downtown, EMAAR Group, (Americana (Kuwait) Food Company), Dubai, UAE* | | | *Nov 2017 – Oct 2019* |
| **Played key role leading pre-opening operations for the first Pavilion brand restaurant (170-seats) and associated Shisha Bar for Americana, including events management while assuming full Profit and Loss (P&L) accountability.** | | | |
| * Introduced home delivery service in support of revenue generation and business development | | | |
| * Implemented and monitored food safety best practices | | | |
| * Managed Food and Beverage (F&B) for hotel restaurant banquet room service and home delivery | | | |
| * Recruited and built a strong multinational team; led and performance managed staff throughout all restaurant and shisha bar operations | | | |
| * Embedded passion and personality to ensure best possible guest experiences | | | |
| * Created sequence of service and SOPs for restaurant and shisha bar serving international cuisine, alcohol and shisha | | | |
| * Trained team of 15 Front of House staff on all aspects of restaurant operations, conducive to service excellence | | | |
| * Conducted soft skills training and played key role mentoring staff to reach their full potential | | | |
| * Contributed to menu creation alongside culinary team | | | |
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| **Restaurant General Manager (Multi Unit) (Pre-Opening, World’s largest indoor theme park)** | | |  |
| *IMG Worlds of Adventure (****5 STAR LUXURY****), Galadari Group, Dubai, UAE* | | | *July 2015 – Nov 2017* |
| **Led, motivated and provided direction to staff within the world’s largest indoor theme park; embed a culture of customer service excellence spanning two restaurants – a 250-seat capacity Pan-Asian (Fine dining) outlet and 175-seat capacity Indian cuisine** | | | |
| * Manage a high-volume restaurant and improve controllable costs to maximise financial performance | | | |
| * Enhance restaurant profile via introduction of special events | | | |
| * Identify and implement improvements to internal restaurant operations efficiency and customer experience | | | |
| * Tactfully and diplomatically resolve arising concerns and complaints | | | |
| * Schedule staff numbers in alignment with commercial requirements | | | |
| * Order and maintain stock for restaurants bar area | | | |
| * Maintain meticulous levels of attention to detail to ensure delivery of exceptional quality and housekeeping | | | |
| * Aid strategic decision-making by analysing and assimilating restaurant sales and profitability while forecasting sales and preparing and presenting reports on staff and food control | | | |
| * Devise and execute plans for department sales, profit and staff development | | | |
| ***Key achievements*** | | | |
| * Implemented “FISH” philosophy; created a fun energetic place to work, and venues where guests feel welcome and want to return | | | |
| * Completed Train the Trainer course; designed and delivered company approved PowerPoint training session | | | |
| * Inspired and led a multicultural team to deliver exceptional food and service | | | |
| * Reduced costs including reducing cost of sale by 3% in two months | | | |
| * Improved customer service scores by 10% | | | |
| * Developed three Supervisors into Assistant Managers; reduced attrition through effective coaching and motivation while reigniting staff passion for brand and reaching full potential | | | |
| * Improved food safety and compliance audit scores | | | |
| * Received 100% mystery shopper surveys | | | |
| * Developed SOPs and sequence of service for all restaurant operations | | | |
| * Designed an engaging menu layout | | | |
| * Forecasted weekly and monthly sales to facilitate senior level decision-making | | | |
| * Demonstrated a positive response to pressure in an often fast-paced working environment | | | |
| * Enhanced restaurant brand awareness having created innovative marketing activities, such as promotional events and discount schemes | | | |

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| **Management Trainee (Part-Time)** |  |
| *Mansion House (****5 STAR LUXURY Fine Dining****), The City of London Corporation, London, UK* | *April 2011- Sep 2014* |
| **Efficiently planned event menus while designing and organizing floor/table layouts; met and greeted guests to ensure a positive experience – called upon exceptional people management skills.** | |
| ***Key achievements*** | |
| * Forged, maintained and nurtured key internal/external relationships, conducive to both business development and service excellence | |
| * Ordered and maintained stock levels while scheduling staff shifts | |
| * Ensured compliance with stringent health, safety, hygiene and other relevant legislative obligations | |
| * Gathered and scrutinised guest feedback; communicated results and devised strategies for improvement | |

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| **Restaurant General Manager ( Multi Unit) (Fine Dining QSR and Casual Dining)** | |  |
| *Palm Beach Restaurant and Palm Beach Café, London, UK* | | *Sep 2009 – June 2015* |
| **Led pre-opening operations of Palm Beach Café (QSR) and confidently managed a Sri Lankan and Indian cuisine restaurant, spanning all aspects of performance monitoring, sales forecasting and profit reporting; recruited, trained, mentored and motivated staff while also managing birthday and corporate events for up to 350 guests:** | | |
| * Tactfully and diplomatically resolved concerns and complaints | | |
| * Devised and implemented hygiene regulations in accordance with strict health regulations | | |
| * Prepared and disseminated weekly reports on shift, staff and food control | | |
| * Conducted thorough inspections of restaurant operations to ensure service excellence | | |
| * Contributed to regular management meetings to discuss operational performance | | |
| * Suggested entrees or house specials while also providing menu and drinks recommendations | | |
| ***Key achievements*** | | |
| * Achieved challenging Profit and Loss targets | | |
| * Enhanced restaurant awareness having organized effective marketing activities, such as promotional events and discounts | | |
| * Created and executed plans for restaurant profit management and staff development | | |
| * Evaluated operations to identify training needs | | |
| * Achieved highest security controls by identifying and controlling poor cash controls and mitigating stock loss | | |
| ***Palm Beach Café achievements*** | | |
| * Designed café layout including tables and equipment’s | | |
| * Created fun menu descriptions; liaised with culinary team in creating final menus | | |
| * Created all sequence of service and SOPs for the café | | |
| * Conducted soft skills training and development of all staff to reach their full potential | | |
| * Trained a team of 35 Front of House staff on all aspects of cafes operation and associated concepts | | |
| * Drove sales and brand awareness via local restaurant marketing | | |
| * Assumed full Profit and Loss (P&L) accountability alongside management of food safety, staff management and cafe operations | | |
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| **Front Office and Customer Care Manager** | |  |
| *Colombo T- Travels, Colombo, Sri Lanka* | | *Dec 2007 - July 2009* |
| **Progressed from initial role as Customer Care Executive before gaining promotion to Front Office and Customer Care Manager:** | | |
| * Secured air tickets for customers while arranging hotel reservations and booking trips/itineraries | | |
| * Initiated an effective monitoring system to enhance internal efficiency and customer experience | | |
| * Managed creditors using financial principals and techniques | | |
| * Cross-checked invoices prior to distribution to Accounts department | | |
| * Minimised negative customer behaviour and empathetically managed customer complaints | | |
| * Maintained and developed relationships with existing customers in person, via telephone and email | | |
| * Delivered campaign artwork resizes to media buyer in line with deadlines and time constraints | | |
| * Prepared monthly promotions update reports | | |
| * Administered marketing activity reports; maintained attention to detail to ensure data integrity | | |
| * Researched destinations and means of travel regarding prices, customs, weather conditions and reviews | | |
| * Diagnosed client specifications and wishes and suggested packages or services | | |
| * Prepared full travel plans; booked tickets and accommodation and secured rental transportation | | |
| * Promoted awareness of itinerary tour packages having harnessed promotional techniques and prepared promotional materials | | |
| * Achieved challenging revenue and profit targets while also preparing financial statement | | |
| * Confidently handled unforeseen problems and complaints and determined eligibility for compensation | | |
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| **ACADEMIC ACHIEVEMENTS** | | |
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| **BA (Hons) in International Hospitality and Tourism Management** | |  |
| *Bournemouth University, United Kingdom* | | *2009 – 2011* |
| * Studied core aspects of HR strategies, marketing, product management and communications alongside the underlying principles of economics and finance | | |
| * Enhanced awareness of technological innovation in hospitality arenas | | |
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| **Advanced Diploma in Hotel Management** | |  |
| *Confederation of Tourism and Hospitality (CTH), London, United Kingdom* | | *2009-2010* |
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| **Diploma in International Hotel and Tourism Management** | |  |
| *London Business School, Colombo, Sri Lanka* | | *2009* |
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| **Diploma in IATA Travel and Tourism** | |  |
| **Diploma in Cabin Crew and Fares and Ticketing** | |  |
| *International Airline and Ticketing Academy, Colombo, Sri Lanka* | | *2009* |
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| **Diploma in Public Relations and Marketing Management** | |  |
| **Advanced Diploma in Sales and Marketing Management** | |  |
| *London College of Higher Studies (PVT) Ltd, Colombo, Sri Lanka* | | *2008* |
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| **Diploma and Advanced Diploma in Business Management** | |  |
| **Advanced Diploma in Human Resources Management** | |  |
| **Advanced Diploma in Front Office and Customer Care Management** | |  |
| *American Business Academy, Colombo, Sri Lanka* | | *2005-2007* |
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| **Diploma in Sales and Marketing Management** | |  |
| *London College of Higher Studies (PVT) Ltd, Colombo, Sri Lanka* | | *2004* |
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| **PERSONAL ACHIEVEMENTS** | | |
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| * Student Counsellor – Bournemouth University, United Kingdom *(2011)* | | |
| * President of a fashion show organizing committee – Bournemouth University, United Kingdom *(2010)* | | |
| * Student Ambassador – American Business Academy, Colombo, Sri Lanka *(2007)* | | |
| * Member of Badminton Team – Lindsay Girls’ School, Colombo, Sri Lanka *(1998-2004)* | | |
| * Secretary of English Association – Lindsay Girls’ School Colombo, Sri Lanka *(2004)* | | |
| * Member of English Association – Lindsay Girls’ School, Colombo, Sri Lanka *(1999-2004)* | | |
| * Junior Prefect *(1999)* and Senior Prefect *(2003)* – Lindsay Girls’ School, Colombo, Sri Lanka | | |
| * President of English Association – Lindsay Girls’ School, Colombo, Sri Lanka *(2003)* | | |
| * Captain of Badminton Team – Lindsay Girls’ School, Colombo, Sri Lanka *(2000-2002)* | | |
| * Sports Captain– Lindsay Girls’ School, Colombo, Sri Lanka *(2002)* | | |
| * Played for Net Ball Team – Lindsay Girls’ School, Colombo, Sri Lanka *(1999-2002)* | | |
| * Secretary of Islamic Association – Lindsay Girls’ School, Colombo, Sri Lanka *(2002)* | | |
| * Member of Islamic Association – Lindsay Girls’ School, Colombo, Sri Lanka *(2000)* | | |
| * Creative writing 1st place in English – Lindsay Girls’ School, Colombo, Sri Lanka *(1998-2000)* | | |
| * Best Actor English Drama Competition – Lindsay Girls’ School, Colombo, Sri Lanka *(1999-2000)* | | |
| * Speech and Drama in English (Passed with Distinction all three Levels) - The Wendy Whatmore Academy, Colombo, Sri Lanka *(1996-1998)* | | |
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| **OTHER INFORMATION** | | |
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| **Date of Birth** | 09-07-1986 | |
| **Nationality** | Sri Lankan | |
| **Interests** | Badminton, Cinema, Shopping, Reading Books and Dancing | |
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| **REFERENCES AVAILABLE UPON REQUEST** | | |