

**Resume**

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**Professional Objective:**

Further developed career path within distinguished international chain of hotels & resorts

**Professional Experience:**

**September 2021 till present:**

* **Bristol Hotel Amman**
* Amman – Jordan
* **Director of Sales & Marketing** (responsible for increasing hotel revenue

constantly by achieving set targets, responsible for the sales team productivities and

achieving their set targets, conducting quarterly local sales blitz, conducting rod shows,

conducting outside country sales calls, updating GM /DGM with local market situation and

changing trends constantly, responsible for re-positioning the hotel in the market and amongst the comp set.

March 2019 till March 2020: “Hotel was closed due to Pandemic”

* **Grand Tala Bay Resort**
* Aqaba - Jordan
* **Hotel Manager** ( in charge of day to day operations for the entire resort – 5 stars resort, 336 rooms & five Food n Beverage outlets, full recreation center including 5 swimming pools and a private beach, reporting to COO, managed a team of 250 mix between Jordanians, Egyptians, Asiana, and East Europe, implemented new SOP's for the property, increased guests satisfactions by increasing the hotel ranking online from 6.4 to 7 in less than 3 months, maintained good relations with owners directly and through COO, managed an average occupancy of 80%+ including back to back series, leisure groups, individuals, and corporate meetings smoothly )

July 2011 till February 2018:

* **Grand Bellevue Hotel Apartment** “Hotel was leased to another operator”
* Dubai - UAE
* **General Manager** ( in charge of full day to day operations for the 274 units - deluxe hotel apartment including 2 restaurants, meeting rooms, 2 fully equipped health clubs including swimming pools, saunas, Jacuzzi’s, and steam rooms, reporting to CEO and rarely to owners, managed a team of 160 mix of 15 nationalities, maintained market mix between long stay guests - monthly & yearly stay, short stay guests including leisure groups, FIT's, individual and online booking, corporate & corporate meetings,

positioned the hotel well amongst the comp set in Dubai competitive market, increased

online hotel ranking from 7.1 to 7.9, managed an average occupancy of 80% + in such competitive market smoothly)

September 2009 till July 2011:

* **Sheraton Amman Al Nabil Hotel & Towers**
* Amman – Jordan
* **Assistant Director of Sales & Marketing** (responsible for increasing hotel revenue

constantly by achieving set targets, responsible for the sales team productivities and

achieving their set targets, conducting quarterly local sales blitz, conducting rod shows,

conducting outside country sales calls, updating DOSM with local market situation and

changing trends constantly, replacing DOSM during her absence and performing all

departmental duties accordingly, managed to work with multi cultured and background

team mix of locals and expats smoothly)

June 2007 till February 2009:

* **Utopia Properties** "Business shut down due to global crises"
* Manama - Bahrain
* **Assistant Sales Manage** (Responsible for selling projects outside Bahrain promoted by the company, Getting updated with the market, and obtaining a wide range of lively data base, Responsible for 3 members of sales consultants by overlooking their day to day Activities)

April 2004 to March 2007:

**Elite Group / Luxury Apartments and Hotels;**

**Elite Suites Hotel, Elite Seef Residence, Elite Tower**

* Manama - Bahrain
* **Sales Manager**

(Responsible for increasing revenue for the 3 properties by selling to different Segments in the market, maintaining yield mgt., constantly

Updating the S&M Mgr. with the competitor’s activities, attending exhibitions and rod shows in/outside country)

**Pegasus Real state - Bahrain (2005 - 2007)**

responsible for selling and marketing the iconic free hold project (Abraj Al Lulu), first

free hold project in Bahrain consisting of 862 flats

Local Hotels in Jordan (2001- 2003)

* **Bellevue Hotel & Trade Center (**pre & soft opening)
* Amman, Jordan
* **General Manager** (Snag list, swat analysis, pricing, advertising, and launching)
* **Gardenia Hotel** (45 Rooms Hotel)
* Amman, Jordan
* **General Manager** (more of operations manager role, ensured the running of the

Operations smoothly, and efficiently)

July 1999 to March 2001:

**Hotel InterContinental Jordan**

* Amman – Jordan
* **Assistant Director of Sales & Marketing**

(Responsible for 6 members of the team including secretary, responsible for Increasing revenue, introducing new market segments, involved in preparing the Mktg. plan, ensure the day to day smooth running of the dept., constantly Updating the DOSM with the competitors’ activities, attending exhibitions and Rod Shows in/outside country)

November 1998 to July 1999:

* **Grand Hyatt Amman** (pre & soft opening)
* Amman, Jordan
* **Senior Business Development Manager**

(Snag list, Responsible for 5 members of the team including secretary, Responsible for increasing revenue, introducing new market segments, involved in preparing the mktg. plan, ensure the day to day smooth running of the dept., constantly updating the BDM with the competitors’ activities, attending Exhibitions and rod shows in/outside country)

August 1997 to November 1998:

* **Hotel InterContinental Al Ain**
* Al Ain - UAE
* **Sales Manager (Based in Abu Dhabi)**

(Responsible for bringing the business to the hotel in AL Ain from Abu Dhabi, increasing revenue, channeling for new market segments, attending exhibitions and rod shows in/outside the country)

October 1994 to July 1997:

* **Hotel InterContinental Jordan**
* Amman – Jordan
* **Airport Representative** / **Sales Executive** / **Senior Sales Executive** (Responsible for meeting and assisting hotel guests at the airport, increasing Room revenues by booking from the airport, maintaining a professional level of Relations with the hotel guests, maintaining an update list of the hotel guests all the time)

September 1991 to April 1994:

* **The Regency Palace Hotel**
* Amman, Jordan
* **Front Office Receptionist**

(March to September 1991):

* **The Philadelphia International Hotel**
* Amman, Jordan
* **Trainee All Departments**

Working during college period (1986- 1990) at:

* Rode Way Inn Titusville, Florida, USA

Night Auditor (job description will be explained during the interview)

* Szechuan Inn (Chinese Restaurant) Cocoa Beach.

Florida, USA waiter/Foreman/Host

* MR. NIS Restaurant

Merritt Island, Florida, USA Busboy, waiter

Education:

* 1988 to May 1990: Brevard Community College Cocoa Beach

Florida, USA

A.S Degree

* Major: Hospitality Management

1985 to May 1988: Brevard Community College Cocoa Beach, Florida, USA

A.A Degree

Major: Marketing

* 1983 High school S.A

College prep- Diploma

Pertinent Information:

* Date of Birth : August 8, 1966
* Nationality : Jordanian
* Special Abilities : Speaks both Arabic and English fluently
* Hobbies : Car racing and Swimming
* Marital Status/Sex : Married/Male
* Health : Excellent

References : Furnished upon request.