

Alessandra Bianca

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Executive Summary:

Versatile, high-energy Front Office & Reservations Manager leading hotels through change and challenge by implementing strategic planning, establishing direction, and executing initiatives in support of business objectives and corporate goals. Strategic problem-solver who drives Customer Satisfaction initiatives to realize bottom-line results and enhance overall guest relations in the pursuit of organizational objectives.

Employee advocate who champions staff confidence and designs strategies to attract and retain critical talent in highly competitive business markets. Skilled in acquiring exceptional talent with an aptitude for producing successful performance management through valuable training and leadership coaching.

Core Competencies:

- Excellent Communication Skills.
- Instant Rapport with Guests.
- Quick Learner.
- Thrive in a multi-cultural team.
- Respect other cultures.

Experience:

1. Front Office and Reservations Manager (Mar 2009 - Present)

Philian Art & Design Hotels, La Piscine Art Hotel (4 Star), Skiathos Island, Greece

Responsibilities:

- Strived to ensure the comfort, safety and satisfaction of guests.
- Trained front desk staff to maintain appropriate and acceptable levels of uniform, hygiene and appearance.
- Initiated the concept of Customer Feedback. Designed detailed questionnaire, giving guests a chance to leave comments about various hotel departments and overall customer service. Using results from feedback and with help from management, was able to raise quality of breakfast, modification of pool bar prices and overall customer satisfaction.
- Positively interacted with hotel guests, with the aim to receive feedback about hotel facilities and customer service.

- Developed creative solutions to guest problems, seeing them as opportunities to leave a lasting impression and thus turn them into loyal customers.
- Analyzed guest arrival reports, making sure that special requests are handled and addressed to in a timely manner, specially so for return and VIP customers. Also paid personal attention to loyal customers, ensuring their stay is as comfortable and satisfying as their past experiences.
- Developed a whole gamut of exclusive deals for VIP and regular guests, such as free upgrades, welcome baskets with wine and fruits, personal welcome letters, complimentary dinners, late check-outs, late breakfasts, birthday celebrations, anniversaries, parties, and also complimentary boat cruises.
- Reported directly to General Manager of Hotel and to the Owner of the Company.
- Promoted eco-friendly policies of the hotel to present and potential guests.

Accomplishments:

- Trained and motivated Front Desk Staff (between 3 – 5 members who doubled up as guest relations staff as well), with focus on friendly and personalized customer service, such as recognizing & remembering regular & VIP guests, thus creating extraordinary levels of guest experience.
- Team supervised by me received an average score of 97%, the highest score among all hotel departments, consecutively for 3 years. Also received special recognition when the hotel was awarded the Gold Medal by Thomson and Awards of Excellence by Thomas Cook, both leading tour operators in Europe.
- Converted customers into a group of loyal online advocates, promoting our brand via Facebook & Trip Advisor, thus resulting in very high and positive ratings and an excellent reputation that resulted in an increase of early bookings by a whopping 15%.
- Created positive lasting impressions with VIP and regular customers via personal Thank You's, gifting accessories with hotel logo, social networking, holiday greeting cards, personal messages etc. Resulting in an increase of regular customers from 15% to 35%.
- Encouraged regular guests to book superior rooms to ensure optimal room utilization, thus increasing sales of luxury rooms and suites by 5%, which in turn increased revenues by 2%.
- Promoted hotel facilities like the restaurant and pool bar, by placing menus in each room, training front desk staff to promote the restaurant during check-in, thus increasing the number of hotel guests dining by a whopping 10%, and the resultant revenue by 5%.
- Co-ordinated the project of gaining positive reviews on our Hotel restaurant's official Trip Advisor page, resulting in getting listed as the 2nd best restaurant in the island within 3 months. This resulted in increasing the number of non-residents dining by 20%, resulting in an overall increase in revenue by 5%.
- Obtained excellent working knowledge of Opera PMS, a hotel reservations software.

2. Receptionist and Reservations Clerk

(Oct 2008 - Mar 2009)

Philian Art & Design Hotels, Plaza Art Hotel (3 Star), Thessaloniki City, Greece.

Responsibilities:

- Performed Front Desk duties within the dynamic environment of City Centre Establishment.

- Received guests with a warm welcome and assigned room and issued room keys in a very warm & friendly manner.
- Warmly assisted guests throughout their stay, providing information about sights, restaurants, museums and excursions in and around the island.
- Explained features and facilities of the hotel to the guests, thus promoting inter-hotel sales.
- Noted various requests of guests such as wake-up calls, transport arrangements and other general enquiries, and assisted the various departments in fulfilling them.
- Assisted the Front Office Manager in handling all guest issues, both complaints and requests.
- Liaised with housekeeping and the engineering department to ensure that rooms are well-maintained and suitable for occupation.
- Settled bill payments quickly and accurately for guests checking out.
- Successfully handled billing & cash procedures in accordance with the standards laid down by the hotel.
- Made reservation bookings (via email, phone, and various online channels) and centralized them using the hotels reservations software.

3. Receptionist

(May 2008 – Oct 2008)

Philian Art & Design Hotels, La Piscine Art Hotel (4 Star), Skiathos Island, Greece.

Responsibilities:

- Was the main point of contact for guests during their entire stay.
- Prepared guest arrival reports and assisted the Front Office Manager in ensuring that all special requests are fulfilled, prepared welcome letters to VIP and returning guests.
- Welcomed guests in the hotel with a smile, checked them in with personable and efficient manner.
- Provided guests with necessary information & advice about local sights, restaurants, beaches and activities in and around the area.
- Received customers' feedback, and reported results inclusive of compliments and complaints, to higher management.
- Promoted the hotel's facilities to the guests under supervision of Front Office Manager.
- Ordered taxies, reserved tables, arranged car and boat hire etc.
- Answered calls on the hotel's main telephone line, took telephone messages for guests and managers.
- Prepared bills, took payments & handled guest check-out in a friendly, yet professional style.
- Took incoming reservation calls, described every room type in a precise and detailed manner.
- Promoted resort services and amenities, special hotel programs, packages and upgrades to maximize revenues.
- Assisted Housekeeping, Engineering and other departments with necessary information to ensure that excellent quality services are provided to guests.

Education:

- Diploma equal to Bachelors Degree in Linguistics and Intercultural Communications from Omsk Institute of Foreign Languages "Inyaz – Omsk", Omsk City, Russia (year 2002).

Other Courses:

- 'Public Relations and Communications'. Certificate of Hellenic Centre of Business Management.
- 'Greek language. Level A'. Certificate of Greek Ministry of National Education.
- 'Greek language. Level B'. Certificate of Greek Ministry of National Education.
- 'Business Operations. Microsoft Applications'. Certificate of Greek Ministry of National Education.

Languages:

- English: excellent verbal, written and typing knowledge.
- Greek: excellent verbal, written and typing knowledge.
- Russian: excellent verbal and written knowledge.

Skills and Abilities:

- Able to perform as an individual as well as part of a team.
- Able to adjust well with people of all cultures, religions and backgrounds.
- Able to plan, prioritize and execute work as well as time, so as to attain maximum efficiencies.
- Problem solving ability. Research different options and formulate viable proposals for resolving problems with tenacity.
- Communication and Presentation. Can make a convincing presentation, by collecting information from various sources.
- Self-disciplined with an exemplary work ethos.
- Ability to work under stress while meeting deadlines.

I hereby attest to the correctness of the above personal & professional details.

Alessandra Bianca.