SHAHARYAR ALI MALIK

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# PROFILE

A professional with hands on experience in Operations, Administration, innovation, Brand activations, PR, Integration and Digital Marketing with more than 18 years of experience building winning teams at companies like Hashoo Group Hotels, Carlson Wagonlit Travel and Wyndham Hotels & Resort in the area of Operations, Rooms Division, Budget, Sales, Marketing, Event Management, Customer Services, Project Management and Business Development. An expert in devising promotional campaigns with a particular interest in driving measurable results and achieving personal and professional growth in the process. A team worker, efficient communicator, capable of working under pressure and meeting challenging timelines.

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| **EXPERIENCE: HOSPITALITY INDUSTRY, TOURS & TRAVELS, REAL ESTATE (HASHOO HOTELS, RAMADA BY WYNDHAM, BEST WESTERN PREMIER, CARLSON WAGONLIT & POWER PLAY CONCEPTS)** |
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# WORK EXPERIENCE:

## Ramada By Wyndham, Murree: Executive Assistant Manager (Pre Opening ) – May, 2022 – September, 2022

* Working as Head of Operations and directly reportable to CEO.
* Assists in the development and implementation of the Strategic Plan, Marketing Plan, Budget and Goals Program to ensure on an on-going basis optimum guest satisfaction, sales potential and profitability.
* Ensure to follow the timelines for opening of hotel.
* Daily meeting with vendors for successful and timely completion of the project.
* Hiring of HOD’s and all departmental qualified staff to ensure the smooth startup of hotel.
* Ensures smooth working relationship with local authorities and administrative officials to smoothly manage the installation of services and keep them in proper running conditions.
* Ensures that the hotel successfully achieves the standard required in the Brand Standards Audit and in all Management Operations Reviews.
* Manages the functions of all hotel personnel through supervision of hotel department heads.
* Monitoring present and future trend, practices and systems in the hotel industry and determine and ensure execution of competitive programs as directed.
* Overseeing and directing the personnel function of the hotel including recruitment, hiring, orientation, coaching, counseling, training, wage and salary administration, labor relations, performance appraisal and succession planning.
* Ensures emergency procedures are practiced and enforced to provide for the security and safety of guests and employees.
* Monitor applicable laws and regulations, including Health and Safety, and ensures compliance.
* Establishes and maintains effective internal communication and meeting structures to ensure optimum teamwork and productivity.
* Reviews energy conservation program to ensure minimum energy and utility consumption without sacrificing human comfort.
* Monitors purchasing practices to ensure compliance with Company policy and procedures.

## Power Play Concepts (Pvt) Limited, Islamabad: Dy. General Manager – June, 2021 – March, 2022

* As a Deputy General Manager of this company, I have to assist general manager & CEO to plan, develop, implement and oversee company initiatives and projects.
* To oversee company's operations, have budgeting responsibilities and involved in hiring and evaluating company personnel.
* I am also responsible to Develop the hospitality division for the company as Power Play Concepts is moving towards a new direction in hospitality industry along with real estate.
* Making Crown Castle Suites a renowned name in the country and across Pakistan.
* Look after the Sales & Marketing plans and strategies along with training and development of the sales & marketing staff.
* Negotiations with architects and builders for the development of infrastructure on site along with development of the main building.
* I have Oversee day-to-day operations. Design strategy and set goals for growth of the company.
* Maintain budgets and optimize expenses. Set policies and processes.
* Ensure employees work productively and develop professionally and to Oversee recruitment and training of new employees.

## Best Western Premier, Lahore: Hotel Manager (Pre Opening ) – February, 2021 – May, 2021.

* Manages the functions of all hotel personnel through supervision of hotel department heads.
* Assists in monitoring present and future trend, practices and systems in the hotel industry and determine and ensure execution of competitive programs as directed.
* Assists in overseeing and directing the personnel function of the hotel including recruitment, hiring, orientation, coaching, counseling, training, wage and salary administration, labor relations, performance appraisal and succession planning.
* Ensures that the hotel successfully achieves the standard required in the Brand Standards Audit and in all Management Operations Reviews.
* Managing budgets and controlling expenditure.
* Tracking hotel revenues, setting sales targets and optimizing profits.
* Create and apply a marketing strategy to promote the hotel’s services and amenities.
* Ensures emergency procedures are practiced and enforced to provide for the security and safety of guests and employees.
* Monitors purchasing practices to ensure compliance with Company policy and procedures.
* In the absence of the General Manager, assumes responsibilities as appropriate. Keeps the General Manager informed of any unforeseen events that may occur in his absence.
* Co-ordinates functions and activities with General Manager and Corporate staff as appropriate

## Ramada By Wyndham, Islamabad: Director of Sales & Marketing – March, 2018 – January, 2021

* + Plans and administers sales policies and programs to promote and further hotel patronage by performing the following duties both personally and through the other members of the sales team and over all responsible for total Hotel Sales including Rooms, Banquets, Food & Beverages.
  + Directs staffing, training and performance evaluations to develop and control sales program. Holds weekly meetings with sales staff to review quotas, goals and in coming groups/meetings.
  + Directs promotional and marketing development and coordinates sales for targeted markets.
  + Represents company at trade association meetings to promote hotel. Including attending trade shows and conventions.
  + Delivers sales presentations to key clients in coordination with sales representative.
  + Meets with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals.
  + Analyse and control expenditures of sales department to conform to budgetary requirements.
  + Prepare periodic sales report showing sales volume, weekly sales reports, and market segment tracking Report.
  + Compile lists of prospective customers for use as sales leads, based on information from ad inquires, trade shows, direct mail response, business and trade journals and other sources.
  + In charge of all tour operator contracts. Responsible for developing, maintaining and growing this market segments for the Hotel.

## Carlson Wagonlit Travel: Assistant Head of Sales (Islamabad) – August 2017 – February, 2018

* + Focus on winning new, profitable business for CWT.
  + Think globally and collaborate across different cultures.
  + Work in a customer – centered way to develop strategy and deliver results.
  + Initiate and manage the sales relationship with the key client’s contacts.
  + Represent CWT at key industry trade shows and functions.
  + Manage the entire global or multinational proposal response and process.

## Hashoo Hotels (Marriott & PC): Head of Regional Sales – North – February 2015 – July 2017

* + Plan and administrate sales policies and programs to promote and further hotel patronage by performing the duties both personally and through the other members of the sales team and over all responsible for total Hotel Sales including Rooms, Banquets, Food & Beverages.
  + Develop and implement sales plans to accommodate corporate goals.
  + Direct sales forecasting activities and set performance goals accordingly.
  + Review market analyses to determine customer needs, price schedules and discounted rates.
  + Schedule all trade shows, missions and blitz, assigning appropriate sales representative.
  + Establish sales territories, quotas and goals and assigns to sales representative.
  + Supervises all advertising schedules and ad developments for all markets of property.

## Hashoo Hotels (Marriott & PC): Regional Sales Manager – North – July 2012 – January 2015

* + Outbound selling for key accounts based in Islamabad.
  + Responsible for soliciting room business and ensuring customer satisfaction with all groups booked.
  + Relationship management with all the various sectors of the business requirement on a daily basis.
  + Coordinate and supervise the execution of all major events to ensure clients' specifications are adhered to and that the function runs smoothly and efficiently.
  + Identification of key market segments and always on a look out for new emerging sectors.
  + Communication with the Government/Military sector to arrange Conferences, Seminars and Workshops.
  + Handling customer concern, complaint and special customer requests to their satisfaction.
  + Preparing reports on a weekly basis and month end reports as a routine task.
  + Ensure successful planning and execution of events liaison with other connected departments.

## Pearl Continental Hotel, Muzaffarabad – Senior Sales Manager – March 2011 – June 2012

* + Mainly responsible for close coordination with key accounts.
  + Maintained close working relationship with travel agents.
  + Communication with the Corporate and commercial organizations.
  + Handled queries regarding events and tour operator packages.
  + Supervision of in-house groups as well as group queries.
  + Handled all reporting channels to and from head office.
  + Relationship management with all the various sectors of the business requirement on a daily basis.
  + Coordinate and supervise the execution of all major events to ensure clients' specifications.

## Pearl Continental Hotel, Bhurban – Sales Manager – August 2007 – February 2011

* + Achieving targets related to occupancy & average rates.
  + Sales office administrative work.
  + Maintaining good contacts with MNC’S / Banks / Pharmaceuticals & other segments of the market.
  + Ensuring customer satisfaction keeping in mind the quality of service at hand.
  + Organizing events of up to 500 people and managing it with given resources and time.
  + Maintaining all corporate client data base and their company profile.
  + Preparing weekly sales plan for business development.

## Pearl Continental Hotel, Rawalpindi – Sales Executive – July 2006 – July 2007

* + Monitor events at hotel to ensure guest receive prompt, cordial attention and personnel recognition.
  + Supervise the front office team to ensure optimum occupancy.
  + Meeting customers by making physical calls.
  + Focusing on acquisition of new accounts to maximize business for hotel.
  + Ensuring customer satisfaction keeping in mind the quality of service at hand.
  + Maintain knowledge of credit policies and procedures.
  + Maintain inter departmental relationship to ensure seamless guest services.
  + Preparing competitor’s business analysis report on day to day basis.

## Pearl Continental Hotel, Rawalpindi – Sales Coordinator – July 2005 – June 2006

* + Daily meeting with department head to ensure for smooth and seamless operation.
  + Communicate all VIP arrivals to front office manager.
  + Responsible for maintaining all reports & files for sales office.
  + Receiving and handling all phone calls related to queries at sales office.
  + Coordination with sales & marketing department for day to day activities.

**EDUCATION**

* + Master’s in Business Administration, Al - Khair University, Rawalpindi. (Left in Final Semester) in 2005.
  + Master’s in Political Science, Punjab University, Lahore in 2003.
  + Bachelors, F.G Sir Syed College, The Mall, Rawalpindi Cantt in 2001.
  + Intermediate, Fauji Foundation College, New Lalazar, Rawalpindi in 1999.
  + Matriculation, F.G Public High School, Attock Cantt in 1997.

**COMPUTER SKILLS**

Worked in Opera, OPMS, Munshi 9 & 10 and very good working knowledge of MS office including MSWord, MS Excel, MS PowerPoint, Outlook Express.

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| **AREA OF EXPERTISE:** |  |  |
| Management and Operations | Business Development | Customer Services/Coordination |
| Project Development  Pre Opening & Launching | Brand/Event Management  Team Development | Training & Orientations |

**AWARDS / TRAININGS**

Participate in training organized by Hashoo Hotels “Sales Excellence” Participate in training organized by Hashoo Hotels “Train the Trainer” Participate in training organized by Hashoo Hotels “ Strategic Sales Planning” Participate in training organized by Hashoo Hotels “ Sales Leadership”

Basic Banking Course by Askari Bank Rawalpindi. National Cadet Course by Pakistan Army.

**REFRENCES**

Mr. Mujtaba Haider, General Manager, St Regis, Dubai, UAE.