

# AMMAR JANAYEM

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[www.taboo.co.za](http://www.taboo.co.za)   [www.onyx.co.za](http://www.onyx.co.za)   [www.cocoon.co.za](http://www.cocoon.co.za)

## Professional Summary

Dedicated and results-driven Manager bringing 12+ years' experience in Food and Beverage, managing operations, delivering training and overseeing key projects. Team-oriented leader with expertise in managing staff and clients . Efficiency-driven and industrious with strong attention to detail and desire to contribute expertise to enhancing business operations . Excellent reputation for resolving problems, improving customer satisfaction, and driving overall operational improvements. Consistently saved costs while increasing profits. Highly motivated Sales Associate with extensive customer service and sales experience. Outgoing sales professional with track record of driving increased sales, improving buying experience and elevating company profile with target market.

## Skills

- Strong understanding of financial principles, financial analysis and budget management.
- Excellent communication and customer service skills.
- Coordinate with all department heads for providing consistent and quality service.
- Leadership & team building.
- Influencing & negotiation .
- Flexible and able to quickly adapt to changing environment.
- An F&B specialist with a proven track record in Food and Beverage.
- Staff management.
- Excellent written and verbal communication skills.
- Sale expertise.
- Operations management.
- Strategic planning.

## Work History

### Director Of Operation At Club Sublime Taboo, Cocoon Lounge

Sep 2005 - Apr 2019

Taboo

Sandton, Johannesburg

- Manage food & beverage and catering/banquet operations and all matters related to the F&B operations and Entertainments .
- Food and spirits general management: Oversee Food and spirits operations, sales, marketing, distributions and finance .
- Team management: Optimized strategic scheduling, placement and training of Staff based on critical paths to Ensure excellent customer satisfaction.
- Monitor and improve customer satisfaction levels through conducting regular surveys.
- Involvement in reviewing financial transactions and monitoring budgets and costs.
- Business marketing: Ensure proper advertisement, Secure high-profile artists and professional

entertainers to promote quality events.

- Event organizer: Manage and organize main events that host International Artists & celebrities like Kim and Khloe kardashian Leonardo Dicaprio, Gerard Butler , Pharrell Willames, Snoop Dogg , Wizz Khalifa and J Cole .And high profile sports personalities like Mike Tyson, Zinedine Zidane and arrange prestigious nightlife events like FIFA World Cup Final 2010 Closing Party .
- Sponsorship management: Seek and communicate with related sponsors such as Diageo, Pernord Ricard, LVMH,Bacardi, Red bull, Edward Snell , PMI, BAT, and Samsung to generate business revenues.
- Offering an array of skills in logical problem solving, fiscal budgeting, streamlining business operations, cross-functional collaboration and team management.
- Track record of success multi-tasking in dynamic environments.
- Executed efficient booking of Talent and Acts to provide consistent quality entertainment.
- Optimized strategic scheduling, placement and training of Management and Staff based on critical paths.
- Utilized knowledgeable experience to implement appropriate direction of Bar Design with review of workstations / layouts, Service, Front and Back Bar Setup.
- Reduced risk by ensuring safety compliance adherence.

### **Sales Associate**

Jan 2001 - Jul 2005

Honda Sandton

Sandton , Bryanston, Johannesburg

- Liaised with customers and recommended specific products and specials, aligning with individual needs, requirements and specifications.
- Maintained organized, presentable merchandise to drive continuous sales.
- Worked alongside retail representatives to boost sales by enhancing product presentations and advertising collateral.
- Delivered high level of assistance by locating products and checking store system for merchandise at other sites.
- Evaluated inventory and delivery needs, optimizing strategies to meet customer demands.
- Worked with sales team to collaboratively reach targets, consistently meeting or exceeding personal quotas.
- Tracked stock using company inventory management software.

### **Bar Manager**

Jun 1998 - Oct 2000

Castle Hotel

Limassol , Cyprus

- Strategise plans to increase bar revenue through innovative promotional concepts, specialty drinks and customer-focused events.
- Kept accurate inventories and notified management of ordering needs for liquor, beer, wine and bar supplies.
- Took customer orders and capitalized on opportunities to sell special beverage and food options.
- Maximized customer service by training staff, overseeing operations and resolving issues in timely manner.

## **Education**

**Associate of Science: Arabic, English,Mathematics ,Chemistry,Physics,Biology,Sport**

1995

Al Khaldiya High School

Jordan

**High School Diploma**

1997

Al-Hussein Collage

Amman , Jordan