

Assistant Director of Sales: Sheraton Bahrain Hotel *****

Marriott International



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Summary

Professional Sales with over 10 years of experience in Starwood Hotels and Resorts / Marriott International, passionate with expertise in account management, market study, and creative selling.

Currently, I am handling the position of Assistant Director of Sales at Sheraton Bahrain Hotel, one of the top prestigious brands in Bahrain and in the world. Prior to joining Sheraton, I held various senior positions in Morocco, the latter being an Account Manager at Le Meridien Hotel Marrakech

Dealing with a diversity of people from different cultures and nationalities, increased my market understanding to meet clients expectations.

Education

INTERNATIONAL HIGH INSTITUTE OF TOURISM (ISITT) 2004-2008 TANGIER, MOROCCO

Master 1 of Business Administration , Hotel & Tourism

Experiences

ASSISTANT DIRECTOR OF SALES : SHERATON BAHRAIN HOTEL

April 2019 / present

- Execute the sales strategy and verifies that individual booking goals are met for both on-property staff and off-property sales channels.
 - Partner with Area Sales and Group Sales within the Sales Office to establish successful account deployment and execution.
 - Serve as the property sales liaison with Area Sales, Group Sales within the Sales Office, Catering Sales, Revenue Management, Event Management, GSO and other hotel departments as appropriate.
 - Provide customer intelligence in evaluating the market and economic trends that may lead to changes in sales strategy to meet or exceed customer expectations.
 - Review STAR report, competitive shopping reports and uses other resources to maintain an awareness of the hotel's market position.
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- Research competitor's sales team strategies to identify ways to grow occupancy and RevPAR and increase market share.
 - Execute and supports Marriott's Customer Service Standards and hotel's Brand Standards.
 - Perform other duties, as assigned, to meet business needs.
 - Execute exemplary customer service to drive customer satisfaction and loyalty by assisting the customer and monitoring their satisfaction before and during their program/event.
 - Serve the customer by understanding their needs and recommending the appropriate features and services that best meet their needs and exceed their expectations, while building a relationship and loyalty to Marriott.
 - Gain understanding of the hotel's primary target customer and service expectations; serves the customer by understanding their business, business issues and concerns, to offer better business solution both prior to, and during the program/event.
 - Verify that Sales team understands and is leveraging Marriott International demand engines to full potential.
 - Verify that effective structures, processes, jobs and performance management systems are in place.
 - Assist DOS to Set goal and expectations for the Team by using the (LPP), align performance and rewards, appropriately address performance issues and hold staff accountable for successful results.
 - Provides day to day leadership to the Sales Team in order to achieve hotel sales objectives, booking goals and property revenues

ACCOUNT DIRECTOR (Acting ADOS) : SHERATON BAHRAIN HOTEL

February 2017 – March 2019

- Understand the Market and maximiz the Revenue
 - Manage the Daily Sales Activities
 - Provide Exceptional Customer service
 - Build successful relationships
 - Assist DOS in Departmental Strategic Planning and Execution
 - Coach Sales Team in developing effective revenue strategies and setting aggressive goals that will drive the property's financial performance.
 - Develop sales goals and strategies and create alignment with the brand business strategy.
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- Prepare and present, on a monthly basis, the contribution, focus and activity of the proactive sales team to the senior management team
 - Cooperate with other departments in the hotel, particularly Reservations and the Banqueting Department, to create an exceptional Guest experience and build strong, comprehensive sales programs
 - Prepare company contracts for the hotel in accordance with current business and pricing conditions
 - Monitor offers, options and discounts for repeat bookings for groups, congresses and seminars in close cooperation with the Group Coordinator

SALES MANAGER : SHERATON BAHRAIN HOTEL

January 2015 – January 2017 / Manama, Bahrain

- Managing a predetermined number of key accounts/key prospects and other active accounts to ensure maximum yield in line with budgetary objectives
- Prospecting new accounts for the hotel and Starwood properties worldwide and following the sales process through to convert into producing accounts
- Maintaining up-to-date activity and rate information for each account in order to understand and be in a position to action any group and events inquiries and ensure accurate hand over and follow up to events teams
- Being responsible for understanding the marketing plan of the hotel and the required budgetary guidelines, to enable empowered decisions in all rate negotiations

ACCOUNT MANAGER : LE MERIDIEN N'FIS MARRAKECH

March 2011 – 30 December 2014 / Marrakech, Morocco

- Prospecting and developing of Le Meridien's Key Accounts
 - Conducting negotiations through referrals or signing new contracts
 - Identifying relevant stakeholders, projects and programs in the areas concerned
 - Preparing and organizing responses to tenders, ensuring the sale and the "closing" of business
 - Controlling the commercial follow in ensuring the maintenance of profitability and compliance margins
 - Searching and developing new accounts in a logic of service quality and profitability
 - Retaining accounts, Initiating and implementing marketing and public relations actions
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- Selling chain level programs and collaborating on sales driving promotional programs with the sales team
 - Making on-site and field presentations to all levels of Key Accounts and managing projects of all size and scope.

SALES EXECUTIVE : LE MERIDIEN N'FIS MARRAKECH

March 2009 – February 2011 / Marrakech, Morocco

- Acting as headquarter contact person to all corporate & travel agencies
- Managing all sales opportunities and ensuring the achievement of sales goals
- Managing budgets and handling operational needs and troubleshoot issues
- Negotiating new contracts and its renewals

ONLINE SALES MANAGER : ATLAS MEDINA & SPA / ATLAS ASNI HOTELS

June 2008 - January 2009 / Marrakech, Morocco

CALL CENTER AGENT (summer job) : PHONE GROUP

May – September 2007 / Marrakech, Morocco

TRAINEE : KENZI FARAH HOTEL

June - September 2005/ Marrakech, Morocco

Language Ability

Arabic : Mother tongue

French : Fluent

English : Fluent

German : Intermediate

Spanish : Basic Knowledge

Other skills

Computer program

- Microsoft Office Tools: Word, Exc, PPT...

Sales program

- Opera
- MI Programs

Awards

Golden Circle Bronze in Q1 2019

Hotel Champion in 3 of Starwood's Loyalty Programs

Personal

Sports

basketball, jogging,

Traveling

Cooking
