



Yazan Abu Awwad

Hotel Management

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Personal Details:

Date of birth: 25/08/1981 • Place of birth: Amman

Nationality: Jordanian • Civil status: Married

Results-driven and accomplished professional with 10+ years of experience managing and streamlining end-to-end hotel functions.

Qualifications Summary

- Proven success overseeing financial aspects of hotel operations and optimising profit, whilst ensuring delivery of highest level of service quality to hotel guests.
- Articulate and refined communicator with well-defined problem-solving aptitude; cultivating enduring and long-lasting relationships with guests.
- Known for utilising leadership skills to develop and mentor various team for performance enhancement.
- Track record of providing exceptional services in fast-paced and challenging environment.
- Demonstrated ability to build and improve awareness of organisation and brand to potential customers.
- Excel at tracking market developments, creating strategies, setting up sales plans, and maintaining customer relations.
- Having experience in Saudi Arabia, Riyadh, Khobar, Jeddah, Qatar, Bahrain, UAE, Dubai, Oman, Muscat, Kuwait, Moscow, Istanbul, Romania, and Germany and increase market knowledge.

Areas of Expertise

- ◆ Hotel Operations Management
- ◆ Strategic Planning & Execution
- ◆ Reporting & Documentation
- ◆ Team Leadership & Direction
- ◆ Continuous Process Improvement
- ◆ Cross-functional Collaboration
- ◆ Client Care/Satisfaction
- ◆ Revenue Generation
- ◆ Budgeting & Forecasting

Career Experience

Shaheen Hotel Baghdad
General Manager

Nov 2022 – Present

Executed the pre-opening phase of the hotel successfully. Assigned new rate structure for the along with the main SOP's and Job description for each department hand to hand with the HR Assistant.

- Establishing new Brand Identity for the hotel.
- Created and implemented a new Business Plan 2023.
- Gained 4th experience for a pre-opening phase.

Intercity Hotel Salalah, Dhofar (DEUTSCHE Hospitality), Oman
General Manager

Nov 2018 – October 2022

Lead various day-to-day hotel activities. Supervise daily expenses with HOD's. Design new rate structure for hotel along with forecast and budget. Oversee daily revenue forecasting for three months. Establish more business by applying different online tactics and WS. Develop and present P&L reports and discuss on monthly basis. Develop and execute multiple SOPs for different departmental operations.

- Engaged in operations of 3rd pre-opening of sister hotel in August 2020.
- Attained positive profit for continuously last three years.
- Decreased expenses in efficient manner without effecting quality.
- Directed secured base business for hotel.

Awaliv International Hotel, Taif, Saudi Arabia
Hotel Manager

Feb 2017 – Apr 2018

Monitored several daily functions by collaborating with head of department. Managed general cost of hotel. Modernised new restructure for property alignment with competition in market. Executed new contract for all segments to implement in market. Enhanced market share with corporate through deployment of new Loyalty Programme for bookers.

- Mitigated expenses by 29% as compared to previous GM.
- Started new caproate business to hotel.
- Created and implemented rating strategy of hotel to improve efficiency.
- Administered Turkish Food Festival for entire Ramadan by partnering with Professional Chefs from Turkey; resulted in achieving highest numbers since hotel opening.
- Enhanced job knowledge and hotel service through deployment of several training programmes in all hotel.

Ramada Hotel, Manama, Bahrain
Director of Sales & Marketing

Apr 2016 – Jan 2017

Mentored sales and marketing team as well as reservations department. Implemented budget and reforecast for 2017 and 2016 respectively. Verified sale of hotel inventory at best way possible to surpass hotel overall goals by directing reservations department and related activities. Championed Saudi and Kuwaiti markets for generating more business for hotel. Applied various promotions and packages for main city events in Bahrain. Discussed latest changes on OTA's by applying daily revenue report.

- Leveraged connections for reinstating multiple lost and new accounts.
- Restructured sales and marketing department as well as staff members from scratch.
- Designed and executed new marketing strategy to represent hotel in fresh tactic.

Swiss-Belhotel Seef, Manama, Bahrain
Director of Sales & Marketing

Oct 2014 – Mar 2016

Executed new rates structure for property and full business plan 2015. Supervised market share and competition through collaboration with sales team. Conducted revenue meeting on weekly basis to discuss achievements, lost revenue, and action for upcoming days. Implemented sales and marketing action plan on quarterly basis as well as formed marketing plan detailed for full year 2015.

- Won twice time awards for best 4-stars hotel in Bahrain 2014 and 2015 as well as in G.C.C 2016 under patronage of Ministry of Industry and Bahrain Tourism Authority.
- Achieved main budget and targets continuously two years.

Copthorne Hotel Deira, Dubai, UAE
Director of Sales & Marketing

Dec 2013 – Oct 2014

Implemented necessary sales and marketing action plan on yearly and quarter basis. Devised various sales strategies with full training for whole sales team to manage both seasons in market, such as winter and summer.

- Deployed new loyalty programme for guests and corporate clients; activated in 2012.
- Organised revenue meeting twice month to discuss achievements, lost revenue, and action for upcoming days.
- Executed new rate structure for winter and summer, including all segments promotion and packages through year.

Auris Plaza Al-Barsha, Dubai (Pre-opening Team), UAE

Apr 2011 – Dec 2013

Regional Assistant Director of Sales & Marketing – In charge for all markets. (Acting DOSM)

Prepared all necessary documents for sales and marketing department starting with full business plan, covering all kinds of market analysis and suggested rates.

- Actively involved in hotel's pre-opening stage.
- Obtained experience of 2nd pr-opening phase in carrier to allow for studying new market as UAE.
- Devised numerous sales and marketing strategies with full training for entire sales team .

Additional Experience

Assistant Director of Sales & Marketing (Acting Director of Sales & Marketing), Radisson BLU Hotel, Riyadh

Head of Sales & Marketing (Promoted to DOSM), Coral Gulf Hotel, Riyadh (Pre-opening Team)

Sales Manager, Movenpick Hotel, Doha

Sales Manager, Janna Spa & Resort at Ma'in Hot Springs (Flamingo)

Sales Executive (Promoted from Sales Manager), Days Inn Amman Hotel & Suites

Trainee, Amman Marriott Hotel

Education

B.A Hotel Management | Applied Science University, Amman, Jordan

Training Courses

The way of selling, Amman Trading Chamber | Microsoft processors | Introduction to French language, Applied Science University | Negotiation Skills & Account Management, Kuwait | Churich Program, Doha | Training on Business plan, Bahrain | Sales Techniques, Bahrain | Yes I can, Radisson Blu Riyadh | Star Program, Radisson Blu Riyadh

Languages

Arabic (Native) | English (Fluent)