

◀ Curriculum Vitae

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Professional Summary

Highly energetic and detail-oriented Event Executive with a strong history of client satisfaction and successful event management across a variety of businesses. Adept multitasker able to address a high volume of event processes and concerns with accuracy and efficiency. Strong abilities to manage small and large event teams with facility and courtesy.

Core Qualifications

- Wide breadth of business-to-business event marketing experience
- Strong time management and organizational abilities
- Exceptional managerial and planning skills
- Superior oral and written communication skills
- Outstanding skills in fostering and sustaining productive working relationships
- High abilities in learning and using new technologies

Education

- Bachelor's Degree (Undergraduate) – Entrepreneurship & Tourism Management. James Cook University, Cairns, Australia
- Diploma's Degree - Hospitality Management. 2010
Russo Institute, Brisbane, Australia

Experience

1. HR. Director

Crown Rose Hotel,

From 24/07/2019- until now

Riyadh , KSA

Served as a key member in developing sustainable workplace capabilities and a motivational culture to encourage productivity and deliver desired outcomes. Sharp business acumen and experienced in managing broad scope of HR operations, from

coordinating employee development programs and administering benefit programs to implementing information/data systems and preparing training programs

- Updated recruitment processes, encompassing sourcing, screening, interviewing, selection, and onboarding.

- Spearheaded the annual employee performance appraisal process

Served as Project Manager of the company's first Human Resources Information System.

- Selected benefit programs for medical, dental, short and long term disability, life insurance, 401 (k), and workers compensation.

- Implemented new payroll procedures to streamline the entire payroll process.

- Introduced a new company compensation program based on seniority, title, and performance.

2. Sales Director/Government Sector

Movenpick Hotel,

From 12/01/2016 - 01/01/2017
Alkhobar, KSA

- Hospitality entourage of King Salman Al-Saud's visit to the eastern region.
- Revived struggling operation from being on the verge of bankruptcy to a turnaround success story. Revamped pricing strategy, implemented effective promotional strategies, trained a high-performance sales team and helped boost corporate image.
- Tripled annual sales volume within four years, growing sales from 1.2 million in to \$3.5 million in 6 Months.
- Achieved 2016 Star Performance Award for outstanding sales results, representing the first time the division achieved this recognition.
- Established a competitive sales force by offering aggressive compensation, desirable benefits packages and performance-driven sales-incentive programs.
- Improved sales policies and practices. Defined the sales cycle, created accurate job descriptions and developed standards for customer relationship management.

2. Event Planner

Eid Alfater 2016, Asharqia Chamber/ Public relations and Events.

From 01/07/2016 - 01/09/2016
Alkhobar, KSA

- Executive accuracy scheme for strategic Festival and recreational activities associated with events.
- Provided assistance to all marketing campaigns and collateral acquisition.
- Oversaw delegate registrations and responded to delegate requests and questions.
- Supervised preparation of event guides and onsite delegate materials.
- Managed event logistical operational issues as needed on a regular basis.
- Reviewed and updated event registration reports.
- Assisted with customer service provision to event sponsors and their representatives.

3. Sales Manager

Le Merdien Hotel,

From 16/08/2014 - 15/10/2015
Alkhobar, KSA

- Identify and build great relationships hotel market.
- Orchestrated successful promotional campaigns, including a special offer that penetrated market territory by 6%.
- Analyze sales Statistics to determine sales, potential, approach and inventory requirements.
- Designed and initiated strategies to jump start low performance in Eastern Reign develop new business action plan.
- Initiatives resulted in a 44% increase in Sales.

4. Assistant Manager

Al Mourd Food Co.

From 03/10/2013 - 27/06/2014
Riyadh , KSA

- Prepare accurate reports of Administration.
- Implementation and supervision of the field to the branches of the company in Riyadh.

5. Event Planner

Cairns Travel Agent

From 11/02/2011-29/10/2012
Cairns, Australia

- Expert in selecting and transforming venues to accommodate clients' needs.
- Successfully developed strong relationships with quality vendors.
- Proven ability to manage schedules, meet tight deadlines and offer consistently high-quality events.

6. Business Running

San Marco coffee

From 01/03/2009 - 30/06/2009
Brisbane, Australia

- Successful introduction of pioneering hospitality.
- a part of Training in Russo School Institute.

6. Local News Secretary

Alyaum Newspaper

From 14/04/2005-20/07/2007
Dammam, KSA

- Coordinate office management activities to aid executives
- Take and record minutes of the meeting
- Screen incoming correspondence and ensure delivery to intended recipient
- Create and maintain a liaison between executives
- Compose letters and other correspondence
- Produce reports and charts
- Prepare meeting agendas and collect related material
- Review and proofread documents for executives' signatures
- Oversee office budget and recommendations on office expenditure.