



## **MIRA M. NAYBE**

09055894234

mira.naybe82@gmail.com

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### **Professional Summary**

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Business Manager with 15 years' experience handling daily branch operations of up to 47 direct reports. Versed in annual budgeting preparation , expenditures scheduling, variance analysis and correction, and marketing services. Results oriented and well trained for Customer-Service focused. Dedicated with 10 years experience from one of the best leading food service industry in the world KFC and is currently employed as Branch Manager of SM Company under SMLEI- Lifestyle and Entertainment Inc. handling two business units the FSM (Food service Management) and Cinema Operations.

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### **Work Experience**

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#### **Branch Head**

#### **SM Lifestyle Inc.**

#### **November 2015- Present**

- In charge of day to day operations of the 7 (theaters including Directors Club Cinema and Large format screen) and Exhibition Unit, Food Service and Merchandise.
- Handles the company's operating budget, inventory, and logistics. Adjusts manpower needs and implements cost -cutting measures according to sales performance . Directly supervises around 3 Supervisors and 44 rank-and- file employees. Resolves escalated customer complaints. Reports to the Regional Operations Manager.
- Executes marketing initiatives from the head office. Initiates branch marketing promotions during lean seasons such as block screenings,themed events, and gift with purchase promotions. Also fostered partnerships with the the retail tenants

- and local media promos. Invite clients , for events such as Sunday Services, seminars and conventions.
- Proficient in Vista, MGI, SAP, and Aloha Cinema and food Service Management, as well as MS Office programs.

### **Key Accomplishments**

- Highest Ticket Sales growth in Mindanao in 2018
- Most Improved Sales for Disney Released Films (58%) 2018 vs 2017
- 2<sup>nd</sup> Most highest ticket sales growth in 2019

### **Restaurant General Manager**

#### **KFC Philippines**

##### **October 2004 – June 2014**

- Manage daily branch operations. Responsible on hitting Sales, Customer, People , and Profit targets. Provides training for newly hire and conducts weekly refresher and back to back basic training for on board Team Members and Assistant Managers.
- Responsible in keeping the facilities well and upkeep. Responsible in creating actionable plans and monitor them during implementations. Responsible on the yearly asset count and inventory. Responsible in renewing store yearly business permits.

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### **Education**

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#### **Xavier University, Aeneo de Cagayan, 2004**

Bachelor of Science in Food Technology

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### **Cerifications**

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- Leadership, Culture of Service/Excellence
- High Impact Coaching
- Quality Management Development
- Disney Institute, Developing and Leading Culture of Service Excellence
- Occupational Safety and Health/ Fire Safety
- Food Safety

- Toolkit for Managerial Effectiveness

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**Reference**

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A. Lorilie D. Wong

KFC Regional Manager

09178899374

B. Evangeline Ditona

Mall Manager – SM Downtown Premier

09178165418