

RESUME



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Objective

MOTIVATED WITH EXTENSIVE EXPERIENCE IN SALES, OPERATION AND ADMINISTRATIVE WORK. TO APPLY SKILLS, KNOWLEDGE, ANALYTICAL IDEA, AND DEMONSTRATED ABILITY TO IMPROVE STORE OPERATIONS, INCREASE TOP-LINE SALES, AND REDUCE COSTS THROUGH THE YEARS OF EXPERIENCE. A CUSTOMER LOYALTY ABILITIES ACQUIRED AND EMPLOYS EXCELLENT LEADERSHIP SKILLS AND MULTI-TASKING STRENGTHS.

Areas of Expertise

Strategic Marketing, Customer Relation Services, Product Endorsement, Selling and Good Communication Skills, Revenue generation, Ability to motivate staff and maintain good relations, Organization Capacity and Good Manners.

Career highlights and Executive Summary

- Instructor at Taguig City University (CBM)
- Best employee of the Year 2008, Best Western Doha Seef Hotel, Doha Qatar.
- Member, Thesis Panelist, undergraduate level. "The Fisher Valley College.
- MBA Seminar "Enhancing Entrepreneurial Skills through Digital Marketing".
- SPSS "Basic Guide in Statistical Analysis using SPSS software" held at TCU Computer Laboratory.
- Best in Research 2018, "The Relationship between Customer Satisfaction and Customer Loyalty among Customer of luxury Products, with an Average rating 93.00.
- Part time job at Casiopio Company as Administrative staff. January 01,2011 to June 15, 2011.
- Twelve solid years experienced in various fields in Sales and Operation. Administrative work. Demonstrates ability to improve store operations, increase top-line SALES, and reduce costs and creating a good relation to our clients. Ralph's Wine & Spirit Inc.
- Coordinator at F& B Department, handling the necessary equipment, documents needed by the kitchen and bar in restaurant hotel. Provides good service that creates a high sale every month. Preparing contracts and update upcoming events, creating and approving food and drink menus, ordering, taking inventory of stock, maintaining records of purchase and sales and assisting in event planning.
- Waitress with superior knowledge of ethnic dining and dedication to fantastic dining experiences. Best Western Doha Seef Hotel, Doha Qatar.
- F&B service training program, at Best Western Doha Seef hotel, Doha Qatar.
- POS systems seminar, and table-side serving with understanding of food and beverage pairings and great salesmanship. Known for maintaining speed and accuracy in high-traffic.

Experiences

RALPH'S WINE & SPIRIT INC

AUGUST 2010- PRESENT, TEL. NO 3580241

-Wine Specialist (Manager)Duties and Responsibilities:

1. Manage the operation with a trustworthy attitude. Making more sales and profit. Having self-motivation especially in doing reports and communicates with the customer's needs and request.
 2. Handle the branch with full responsibility and attained overall branch targets and sales.
 3. Maintain effective controls supervision and high service standards by coordinating tasks and work and ensuring that staff has the necessary resources to effective performance their jobs.
 4. Makes the overall report, such as the Profit and Loss (Receivables/Payables), Inventory report, Petty cash summary report, and cash handling reports. (Inventory)
 5. Makes sure the accuracy, completion of Daily Store Report (monitoring everyday sales.), Daily Cash Report.
 6. Responsible for maintaining the overall images of the store, must ensure that his/her store meets the expectations of the customers and lives up to its predefined brand image.
 7. Should be knowledgeable of all beverage lists and able to discuss and suggest wines to guests who ask for advice, classify different kind of grape variety.
 8. Knowledge of how to pair wine with food is imperative and must be able to reach sales targets set by the Company that is reasonable and attainable but require motivation and commitment.
 9. Should monitor stock, fast moving and non-moving Products to avoid spoilage.
 10. Must be able to reach sales targets set by the Company that is reasonable and attainable but requires motivation and commitment.
 11. Knowing a different kind of Wine, by country [new world and old world] taste, year and the classification per wines [white, red and sparkling].
 12. Updates inventories of all the products and provide reports if there are abnormalities like short and overstock items for monthly inventories.
 13. Giving a good recommendation to the client (upselling) an alternative to those products that were not available.
 14. Preparing set up wine tasting for regular clients.
 15. Keep the wines and liquor into proper display per variety and country.
 16. Monitor and report on the effectiveness of marketing strategy, through creating an idea and advanced strategy to achieve sale target.
 17. Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
 18. Analyzing competitors and potential strategic partner relationships for the company.
 19. Maintain a good relationship with a colleague in terms of the working area and client in terms of prospective buyers.
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Casiopio Imported dealer Parts of Car, Martinsville village Las Pinas city.

January 01,2011 - June 15,2011

Administrative staff

- 1.Coordinating office activities and operations to secure efficiency and compliance to company policies.
2. Keep stock of office supplies and place orders when necessary.
3. Manage phone calls and correspondence (e-mail, letters, packages etc.)
4. Create and update records and databases with personnel, financial and other Data.
5. Submit timely reports and prepare presentations/proposals as assigned.
6. Assist colleagues whenever necessary.

BEST WESTERN DOHA SEEF HOTEL (4 STAR HOTEL), DOHA QATAR

2007-2009(PRE-OPENING)

-F&B DEPARTMENT (WAITRESS/Coordinator and Secretary in the F&B office)

1. Provide high quality service to the guest as well as gaining more sales and profit to the company. Giving a full service with a smile to all customers in fine dining area.
2. Checking and maintaining the cleanliness and grooming of each outlet specially the restaurant in regards to safety and sanitation.
3. Taking the food and beverage order and knowing the entire menu, checking of the garnishing to be use for the presentation of the foods.
4. Implementation of the standard procedures for the hotel.
5. Room service order taking, attend to the customer's orders and Inquiry via phone, communicating the daily menus and information vital to the customer's satisfactions.
6. Daily reporting of the operations and concerns, which affects the efficiency of the outlets and restaurant.
7. Good relationship with the colleague and guest. Providing initiative in every operation and being punctual in work. Well dressed in complete uniform, courteous.
8. Doing administrative work at the office of F&B department e.g. Making menu tag, preparing for a banquet function book and contract agreement for the clients.

Education

Certificate of professional Course in Education (24 Units Professional Educational Program)

College of the Most Holy Trinity – School year 2022-2023

TAGUIG CITY UNIVERSITY (TCU), 2018- 2021 PHILIPPINES (MBA)

MASTER IN BUSINESS ADMINISTRATION

Area(s) of Specialization: Business Administration, Advanced Financial Management, Operations Management.

TAGUIG CITY UNIVERSITY (TCU)

2012-2016 PHILIPPINES, BSMM

BACHELOR SCIENCE IN MARKETING MANAGEMENT

Other skills

Word processing, Graphics, Multi-media, internet, e-mail,

Identifies hardware components Matches equipment to purpose Identifies cursor

Recognizes the typical features of an applications window title bar, toolbar, menu bar, status bar, scroll bar

Has a knowledge of drop-down menus, what sub-menus they contain and conventions for activating them

Awards

➤ Wine Seminar

**Training
and**

➤ Western Union

Seminars

➤ Premier wine & spirit/bar mixing training

➤ Hygiene & sanitation training in Doha Seef Hotel, Qatar

➤ Telephone Courtesy training by HR department in Doha Seef Hotel, Qatar

➤ F&B service training program conducted by F&B Manager/supervisor Doha Seef Hotel,

➤ Conducting Wine tasting seminar training.

Jenifer F. Aton