



JELENA PRVULOVIC ALHELLAWI

PERSONAL PROFILE

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Accomplished and goal-driven executive, offering more than 13 years' extensive experience within management roles. Diplomatic leader and analytical thinker, able to inspire and cultivate productive working relationships with employees and partners. Extensive experience in pre-opening hotels.

WORK EXPERIENCE



HOTEL MANAGER

Cloud7 Hotel and Residences Ayla Aqaba-Jordan, Kerten Hospitality

July 2023-present

Cloud7 Hotel and Residences is a new gem in the spectacular lifestyle destination Ayla Oasis, that welcomes the next generation of travelers and guests seeking unique experiences right in the heart of Aqaba's dynamic community. Located in the pristine waterfront resort, nestled in the turquoise man-made lagoon on Jordan's Red Sea coast, Cloud7 welcomes visitors in its vibrant, spacious, and inviting setting in the heart of the Marina Village, which offers a range of dining and shopping experiences.

Main responsibilities:

- Function as the strategic business leader of property operations and acts as General Manager in his/her absence.
- In charge of the Front Office, Retail Shops within Marina Village, Fitness Center, Housekeeping, Loss Prevention, Engineering, Food and Beverage and Event Management.
- Working with direct reports to develop and implement the operations strategy
- Ensuring operations meet customer needs, ensuring employee satisfaction, focuses on growing revenues and maximizes financial performance.



ROOMS DIVISION MANAGER (Internal promotion)
Al Manara Luxury Collection, Aqaba-Jordan, Marriott International
March 2022-Jun 2023

LPA of year 2022, rated K (exceeding expectations) in all competences.

Trainings and development projects

- Participating in Thrive Drive competition and winning the first place in EMEA. Project presented "Pet SPA" to area VP Safak Guvenc
- 3 D Leadership
- Yellow belt training
- Green belt training-Lean 6 Sigma project management

Major roles within the current position:

- Managing Profitability
- Analyzes service issues and identifies trends.
- Works with Rooms team to develop an operational strategy that is aligned with the brand's business strategy and leads its execution.
- Managing Revenue Goals
- Monitors Rooms operations sales performance against budget.
- Reviews reports and financial statements to determine Rooms operations performance against budget.
- Ensuring and Providing Exceptional Customer Service
- Demonstrates and communicates key drivers of guest satisfaction for the brand's target customer.
- Reviews guest feedback with leadership team and ensures appropriate corrective action is taken.
- Uses personal judgment and expertise to enhance the customer experience.
- Stays available to solve problems and/or suggest alternatives to previous arrangements.
- Stays visible and interfaces with customers on a regular basis to obtain feedback on quality of product, service levels and overall satisfaction.
- Managing and Conducting Human Resources Activities
- Ensures employees are treated fairly and equitably.
- Fosters employee commitment to providing excellent service, participates in daily stand-up meetings and models desired service behaviors in all interactions with guests and employees



DIRECTOR OF OPERATIONS- Saraya Beach club & Chalets
Al Manara Luxury Collection Aqaba-Jordan, Marriott International
Pre-opening, July 2020-February 2022

For year 2021 LPA rated K in all competences.

- Managing Beach club facilities including pool bar and restaurant, recreation facilities, 12 one bedroom suits for overnight stay, housekeeping services and front office.
- Successfully organizing and operating night events and parties.
- Keeps operations team focused on the critical components of operations to drive guest satisfaction and the desired financial results.
- Ensures that all operational areas have an atmosphere that is conducive to the overall guest experience.

- Reviews financial reports and statements to determine how Operations is performing against budget.
- Ensures capital expenditure funds are being used to address the priorities outlined in the service strategy.
- Works with direct reports to determine areas of concern and establishing ways to improve the departments' financial performance.
- Strives to maintain profit margins without compromising guest or employee satisfaction.
- Identifies and analyzes operational challenges and facilitates the development of solutions to prevent reoccurrence.
- Coaches and supports operations team to effectively manage occupancy, wages and controllable expenses.
- Develops an operational strategy that is aligned with the brand's business strategy and leads its execution.
- Makes and executes key decisions to keep property moving forward towards achievement of goals.



DIRECTOR OF HOUSEKEEPING (Internal Promotion)
W Amman, Marriott International
 January 2020-July 2020

For year 2020 LPA rated SP in all competences.

- Improving cleanliness score with constant trainings and frequent rooms inspections
- Updating existing policies and procedures
- Improving laundry operation with manning update and implementing new policies and procedures
- Improving machine handling procedures
- Improving public area and back of house cleanliness
- Savings in bottom line in outsourced laundry cost, implementing detailed comparison of send and received linen placing right trainings and policies in place
- Implementing all POST COVID-19 required policies and trainings for all associates



DIRECTOR OF SPA
W Amman, Marriott International
 Pre-opening team, August 2017-January 2020

- Hiring and training of all SPA, Fitness and Leisure Team
- Establish all departmental policies and procedures.
- Ensuring all OSE has been ordered and received correctly.
- Analyzing the market and competitors and create treatments menu.
- Research and develop treatments and operational best practices.
- Meeting with cosmetic suppliers in order to choose the best available products for the SPA treatments.
- Mentor staff for professional growth.
- Administers the performance appraisal process for direct report manager.
- Working closely with Hotel Engineering and Construction Company to finalize all pending issues before the handover of the SPA.
- Create and manage social media accounts for the daily promotion of the SPA.
- Dealing with guests daily around the hotel and the SPA area, resolving any issues they might have encountered.

Cross training in Housekeeping

- Conducting interviews with Housekeeping department

- Helping in creating SOP's for housekeeping department
- Inspecting the rooms for VIP's
- Conducting trainings for housekeeping team
- In charge of public areas in terms of housekeeping work
- In charge of uniform orders
- Being involved in many different projects-signage order for the hotel; uniform controls; creating different policies in terms of lost and found; being involved in investigations



LEISURE AND BAR MANAGER

Hilton Dead Sea Resort & Spa, Jordan

Pre-opening team, February 2015 to July 2017

Chairperson of 'Blue Energy Committee'

- Responsible for all Recreation Department including Kids Club, Fitness, Beach and Pool, Beach Bar, Spa.
- Responsible for cleanliness and maintenance of all Leisure areas.
- Responsible for all Pool & Beach Bar operation along with F&B team.
- Responsible for babysitting service in the hotel.
- Studying the layouts of the Spa and Recreation, Kids club and Fitness center.
- Preparing contracts that add value to the hotel.
- Establish all policies and procedures related to Spa, Fitness and Recreation.
- Hiring, coaching and training of all SPA, Fitness and Leisure employees.
- Researching, planning and implementing activities for individuals and groups.
- Implementing activities for the kids, making sure all disclaimers and policies are followed.
- Working along with Engineering to resolve maintenance issues around the resort.
- Ensuring all SPA, Fitness and Beach area are clean and set up.
- Responding to guests' comments on social media.



SPA MANAGER

Hilton Labriz, Seychelles

Task Force , August 2014 to October 2014

- Implementing Eforea standards and ensuring all team is trained on new SPA menu.
- Reinforcing all departmental policies and procedures.
- Implementing communication meetings in the department
- Ensuring that Guest satisfaction increase on SALT (Survey and Loyalty tracker Hilton guest site).
- Ensuring that booking procedures are properly followed.
- Training team on handling minimal guest complains and disputes.
- Prepare and manage product inventories.
- Implementing Marketing and Sales strategies in the department.



DIRECTOR OF SPA & RECREATION

Sunrise Kempinski Hotel & Yanqi Island, Beijing PRC China

Pre-opening team, June 2014 to December 2014

- Presenting Spa Budget to the Owners.
- Hiring and Training of all team members.
- Ensuring that Spa software is installed and trainings are done correctly.
- Creating and following up on the pre-opening snagging lists of the SPAs along with hotel engineering and construction team.
- Setting up marketing activities and business plan.
- Meet with suppliers and finalize all contracts for professional products used and sold in the SPA.
- Monitor and manage the payroll.
- Manage areas of operation by reviewing operating statements, budget worksheets and payroll progress reports.
- Establish all departmental policies and procedures.



SPA MANAGER

Kempinski Hotel Aqaba, Jordan

Pre-opening team, April 2011- Jun 2014

- Ensure the spa's operating procedures and policies are implemented and updated as required.
- Efficient maintenance program for the Spa and equipment.
- Design and execute marketing initiatives according to a clearly outlined and well-tracked marketing strategy.
- Recruiting, training and coaching of the team members.
- Strive to continually improve guest and employee satisfaction and maximize the financial performance of the department.
- Solicit employee feedback, utilize an "open door" policy and reviewing employee satisfaction results to identify and address employee problems or concerns.
- Ensure that regular on-going communication is happening in all areas of responsibility to create awareness of business objectives and communicate expectations, recognizing performance, and producing desired business results
- Celebrate successes and publicly recognize the contributions of team members

SPA MANAGER

Luxury Cruise Ship- Saga shipping company, UK

Nov 2008-Sept 2011

- Ensuring guests receive an efficient, friendly, consistent and personalized service from all team members.
- Preparing comprehensive sales and marketing plans for the department to ensure all targets are reached and exceeded.
- Effectively manage the department to ensure cost control and financial efficiency.

- Identify training and development needs for the Spa team in order to add value to the business and develop team member potential.

Education

- Bachelor Degree - High Occupational Medical College in Serbia, Belgrade

Languages

- Serbian – mother tongue
- English – fluent
- Arabic-basic communicational skills