

*A business graduate from Yorkville University in Canada, I can be described as a true Hospitality Professional. With a career that spans over a decade, I have gained progressive management experience in both, the Public and Private sectors of the Hospitality Industry in Pakistan as well as Canada. After gaining a balanced mix of experience in the hospitality industry, I ventured out to open my own hospitality company in Pakistan and founded AAA Hospitality on the grounds for providing a unified experience of services across the hospitality sector and improving the benchmarks set for enjoying life in Pakistan. I also started a Coworking space called SEEDS in Karachi. Both the businesses have now crossed 20 million PKR annually and I have been able to raise investments from local investors of 25 million PKR. Both the businesses are running on their own now with a management structure that allows me to step away from the day-to-day operations.*

## ACHIEVEMENTS

- Developed and oversaw comprehensive strategies at AAA Hospitality PVT Ltd. to increase Company revenue from 3 million PKR in our 1st fiscal year to 22 million PKR in our 4th fiscal year.
- During my college studies, I was also honored with leading the International Students Association as President of its Student Body Council and successfully organized and hosted fashion shows, dinners, and other international festivals and events. These activities resulted in bringing in over \$85000 in one year.
- During my time with the Ontario Lottery and Gaming I created and launched the Customer Service Excellence initiative; raised employee engagement in the program by 8%.
- Made changes to ongoing campaigns and launch 2 new promotions at the Woodbine Racetrack resulting in an increase of 10% revenue.

## WORK HISTORY

### APLUS DENTAL MANAGEMENT CORP, WATERLOO, ON, CANADA 2018 – PRESENT MARKETING MANAGER

- Developed marketing business plans and strategies for 3 dental Clinics to ensure increased brand awareness and market share for all locations.
- Lead the Relaunching Promotion Campaign of the Waterloo Location and negotiated partnerships with sports team and international students of University of Waterloo increasing our clients by 18% from September 2022 to December 2022.
- Worked closely with our in-house and external agency partners while planning and executing integrated marketing programs across multiple Social Media channels and touch points.
- Reviewed and approved all branded advertising proofs for 3 locations in partnership with the Owners.
- Measured post campaign results and develop recommendations to improve and advance future initiatives.
- Responsible for Social Media management including creating content, posting on feeds and gathering analytics for monthly reporting.

### AAA HOSPITALITY PVT LTD, PAKISTAN, DECEMEBER 2018 – PRESENT

#### FOUNDER AND SHAREHOLDER

- Founded AAA Hospitality (Pvt.) Ltd with a vision to offer an elevated standard of hospitality services and a platform to explore the wonders that Pakistan has to offer. Our goal is to provide top-of-the-line services that not only bring value to our clientele but also provide an experience that one does not forget and keeps coming back to.
- Developed and lead the entire leadership team comprising of COO, General Managers, Operations Managers, Sales Managers and Site supervisors of each Cruise and Event space owned and operated under the brand of AAA Hospitality (Pvt.) Ltd.
- Worked with the teams closely in order to create a memorable hospitality experience for all of our clients and ensured client satisfaction by directly leading and training employees to ensure that "Excellence" is the standard always.
- Created and implemented new operations/management innovations to enhance the client experience based on current global trends.
- Developed business plans that supports Company initiatives and enhances the quality and service in all our ventures, associated costs, employee development, retention strategies, and employee productivity benchmarks, as well as establish the criteria for screening and selecting new employees to match business volumes and ensures optimum support for each Outlet owned or managed by our company.

- Established a hospitality culture with accurate and timely service to the highest level of customer satisfaction and initiated innovative solutions for continual improvement for both operations and employee/client engagement.

#### **HOLIDAY INN, IHG, MISSISSAUGA, ON, CANADA, DECEMBER 2016 – NOVEMBER 2018**

##### **GUEST RELATIONS MANAGER**

- Responsible for leading the Front Office, Housekeeping, Maintenance and F&B Departments and ensuring smooth and efficient operations with impeccable guest care for 155 rooms on a daily basis.
- Managed monthly P/L reports, annual and monthly budgets as well as weekly labour reports to run the department successfully.
- Directly supervised a team of 5 Managers and Supervisors and created and implemented new department policies and procedures to ensure that all guests and group special needs and requests are addressed and resolved resulting in an increase of 20% in Guest Love Score from last year.
- Conducted monthly department meetings in order to communicate a clear and consistent message regarding the Front Office goals and to produce the desired results.
- Responsible for handling of complaints, settling disputes, and resolving grievances and conflicts, or otherwise negotiating with others resulting in a decrease of 25% complaints sent to Corporate Office even during renovations.
- Identified the developmental needs of others and coaching, mentoring staff by helping them to improve their knowledge or skills.
- Conducted Interviews, responsible for hiring and training of new employees.
- Successfully completed IHG Front Office Operation Training.

#### **OLG SLOTS AND CASINO AT WOODBINE RACETRACK, TORONTO, ON, CANADA, JAN 2010 – OCTOBER 2016**

##### **CUSTOMER RELATIONS MANAGER (SHIFT), MARKETING, DECEMBER 2012 – OCTOBER 2016**

- Managed Guest Relations in the Casino by successfully leading a team of 8 supervisors and 90 unionized frontline employees with day-to-day operations.
- Created and launched the Customer Service Excellence initiative; raised employee engagement in the program by 8% from last year.
- Ensured that the department and all employees are in compliance with AGCO and other applicable municipal, provincial and federal laws and regulations.
- Monitored all quality issue complains, investigated issues and implemented required training programs.
- Evaluated past marketing initiatives and made changes to the strategy resulting in the creation of 2 new promotions that increased revenue by 10%.
- Managed human capital by hiring, creating biweekly schedules, and training, evaluating, rewarding and mentoring employees.
- Recommended local advertising and promotional activities to the Field Marketing Manager and the Marketing Manager.

##### **CUSTOMER RELATIONS SUPERVISOR, MARKETING, JANUARY 2010 – DECEMBER 2016**

- Supervised staff to meet and exceed performance expectations by establishing and maintaining a positive work environment and effective employee relations.
- Implemented and coordinated site entertainment programs, bringing in acts (Dionne Warwick, Village People, Dr. Hook), resulting in incremental visitation by 25% on show nights.
- Constantly involved with guest feedback in order to maintain the need and standard of the department's performance.
- Ensured that complimentary and redemption vouchers are being issued in accordance with specified Internal Control standards.
- Maintained operational and merchandising inventory and orders for the department resulting in savings of 10% annually.
- Ensured accurate tracking for departmental activities, including control logs, key controls, kiosk and vouchers/certificates.

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#### **EDUCATION**

Bachelor of Business Administration,  
Yorkville University, Canada,  
(Dec 2016 – March 2022)

Hotel and Resort Administration - Diploma,  
Georgian College, Barrie, Ontario, Canada,  
(Aug 2003 – May 2006)