

RESUME

Name : Shereena Binti Zainal
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OBJECTIVES

Seeking a position of any suitable positions. Eager to attain a stable and challenging career that used my personal capability and creativity where I can broaden my knowledge and develop my communication and interpersonal skills. To work in a company with good working environment in order to contribute to the new technology and be a part of it.

PERSONAL DETAILS

ID No	: 830320-02-5104	Gender	: Female
Age	: 37 Years Old	Marital Status	: Divorced
Availability	: Immediate	Religion	: Islam
Date of Birth	: 20 March 1983	Race	: Malay
Place of Birth	: Sungai Petani Kedah Darul Aman	Citizen	: Malaysian
		Driving License	: D

EDUCATION

HIGHEST EDUCATION

LEVEL:

January 1996 – December 2000	Sek. Men. Keb. Convent Barre's, Sungai Petani, Kedah.	Sijil Pelajaran Malaysia (SPM)
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CONFERENCE / TRAINING / SOCIETIES / EXTRA CURRICULAR ACTIVITIES

- First Aid, CPR & AED With Gamification & Digital Learning Experience Training.
- Training > Living in Core Value conducted by Marriott International
- Training > Business conducted by Marriott International
- Training > Responding to Guest voice & eliminating problems conducted by Marriott International
- Training > Performance Management conducted by Marriott International
- Training > Reservations – Upgrading and redeeming conducted by Marriott International
- Training > Reservation (Actual Overview CI/TY)
- Training > Leading Loyalty – Owning members experiences conducted by Marriott International
- Training > Ambassador Service conducted by Marriott International
- Training > Digital Learning Platform – Manager Functionality conducted by Marriott International
- Training > Managing Loyalty Management conducted by Marriott International
- Training > Pre-arrival Planning conducted by Marriott International
- Training > Event Satisfaction Survey (ESS) program conducted by Marriott International.

WORKING EXPERIENCES

JULY 2004 – NOV 2011

BEAUTY CONSULTANT CUM SALES MANAGER

PERWANZA (M) SDN BHD

- Analysis - elaborating on the product and defining the skin/hair type. Further, the consultants observe the condition and identify the reasons for the disorder. This is required to identify the problem and come up with relevant remedies for the same.
- Consultation - responsibilities is to advise the clients on the DOs and DONTs for maintaining their beauty. It includes giving skin-care and hair-care tips based on the conclusion of the preliminary analysis. Consultants prescribe medical/beauty products that cure the disorders and provide nourishment to skin/hair.
- Demonstration - advice the clients on the looks and appearances that will suit them and the products they should use. Demonstrate the ideal way at how the products must be used and applied on the skin/hair. Selection of brush or sponge required to apply the makeup, demonstrate the use of these products on models and explain the dos and don'ts of applying make-up.
- Sales - Advertising and sales are two additional responsibilities. The consultants test these products and market it while interacting with the clients. Once the products are tested, determine the suitability of the product towards a particular hair/skin type. Responsible for effective work of promoting the newly launched products.
- Stock Management - Responsible to maintain a stock of beauty products they often use or advice. Most clients prefer to buy the products from the consultant rather than buying from the market. To use the products on patients as part of their treatments and consultation. Also, distributing sample products is a good way of marketing a product and boosting the sales. Remain sufficient quantities of product at store and restock the goods once they are sold out.

DEC 2011 – FEB 2013

GUEST SERVICE ASSISTANT

ASEANIA RESORT AND SPA LANGKAWI

- Assign rooms to guests, provide appropriate keys, and obtain services of bell-hop as required.
- Assure that guest folio information is completed properly, including room number, rate, length of stay, date of departure, and correct billing address, if credit is used, and utilize property management system to post to and maintain guest accounts.
- Provide information to guests as requested and check room keys during temporary absences.
- Time stamp mail and messages received, and sort for distribution.
- Receive vouchers for services charged to guests and post on billing machine.
- Maintain accurate and current room rack and files.
- Be responsible for safe handling and receipting of guest valuables prior to. Storage in safe deposit Boxes.
- Check out departing guests, calculate total bill, receive payment or bill to credit source and notify housekeeper of vacated rooms.
- Receive guest feedback and communicate to appropriate staff member; resolve problems if possible.
- Cash-out and balance drawer at end of shift.
- Operate PBX switchboard as required.
- Receive and adjust complaints as required.
- Perform related duties as assigned.
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MAR 2013 – SEPT 2013

PR & SALES COORDINATOR

(GEOPARK INN PRE-OPENING TEAM)

LADA ECO-TOURISM (M) SDN BHD

- Coordinate sales team by managing schedules, filing important documents and communicating relevant information
- Ensure the adequacy of sales-related equipment or material
- Respond to complaints from customers and give after-sales support when requested
- Store and sort financial and non-financial data in electronic form and present reports
- Handle the processing of all orders with accuracy and timeliness
- Inform clients of unforeseen delays or problems
- Monitor the team's progress, identify shortcomings and propose improvements
- Assist in the preparation and organizing of promotional material or events
- Ensure adherence to laws and policies
- Manage the public image of the companies or clients they represent, with the aim of increasing their media presence and overall popularity
- Craft strategies and design campaigns that will help their clients maintain or improve their reputation and credibility

SEPT 2013 – MAR 2017

EXECUTIVE SECRETARY TO GENERAL MANAGER

LOOKED OVER

CENANG MALL (PRE-OPENING TEAM)

CENANG PLAZA BEACH HOTEL (PRE-OPENING TEAM)

THE MANHATTAN FISH MARKET FRACHNIES (PRE OPENING TEAM)

THE CLIFF RESTAURANT

PL SOON HUAT REALTY (M) SDN BHD

- Managed general manager travel arrangements and coordinate pre-planning of trips accommodation, transfer and etc.
- Managed all expense reports, budgets, and filing systems.
- Conducted research to prepare, gather, and proof briefing materials, agendas, and decks for all director, managers team & board director meetings.
- Developed and maintain alert system for upcoming deadlines on incoming requests, projects, and events for corporate office.
- Organized large scale meetings, and managing third-party vendors. Highly self-motivated with a solid work ethic.
- Professionalism and superior communication in order to meet client and company needs.
- Managed vendor, scheduling meeting, event oversight and prepared related document or contract to vendor.
- Prepared Business correspondence and business presentation development.
- Identified all call and email before present it to general manager.
- Consistently protects & alert of company privacy and fellow worker especially guest.
- Handled calls from customers and either assist them with their questions, or take a message for the property.
- Ensuring that all bid documents and correspondence to larger clients is properly packaged and prepared for shipment.
- Scheduled client conferences calls, video conferences and meetings.
- Prioritized daily administrative tasks to ensure that projects are completed on time.
- Prepared employee time sheets and expenses to payroll each week.
- Consistency in maintaining a strong attention to details and always ready in multi-tasking mode.

MAC 2017 – DEC 2018

EXECUTIVE ASSISTANT TO GENERAL MANAGER

THE RITZ-CARLTON LANGKAWI (PRE-OPENING TEAM)

- Provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence
- Arranging conference calls and scheduling meetings. May also train and supervise lower-level clerical staff
- Organized and schedule daily, weekly and monthly meetings as required.
- Prepared meeting agendas, perform research for meetings, take meeting minutes.
- Organized business travel arrangements - flights, transportation, accommodations and lodgings for senior management and other ex-com members as well.
- Prepared invoices, reports, memos, letters, financial statements, print & files monthly P&L report and other documents, using word processing, spreadsheet, database, or presentation software.
- Performed as reception duties such as answering phones where necessary.
- Managed diaries and schedules of senior management ex-com members.
- Communicated with Board Members to scheduled board meetings, and arrange meeting agendas.
- Liaise with clients and business guests.
- Organized media inquiries and events.
- Solve simple IT problems and contact the IT department when necessary.
- Maintained electronic filing system, ensuring processes and software are up to date and in working ordered.
- Managed projects and follow-up with team members where required.
- Maintained a strong working relationship with other relevant departments, including IT, sales, and PR.
- Liaise with other staff members on behalf of senior management.
- Prepared and delivered monthly reports for regional office and ownership.
- Provided high-level administrative support to regional office & corporate office for Asia Pacific.
- Conducted research, compile data, and prepare papers for consideration and presentation by executives committees and boards of directors.
- Read and analyze incoming memos, submissions, and reports to determine their significance and plan their distribution.
- File and retrieve corporate documents, records, and reports.

MAY'19 – JUNE'19

BOUTIQUE MANAGER

FOUR SEASONS RESORT LANGKAWI

- Supervising all employees throughout two boutique Lobby Boutique & Hias Boutique.
- Implementing key strategies to achieve and exceed monthly budget and company given goals.
- Complete store operational requirement by scheduling and assigning employees following work results.
- Maintains store staff by recruiting, selecting, orienting and training employees (intern).
- Maintain/monitoring staff job results by coaching, product knowledge training (twice a month), disciplinary employees, planning and monitoring and appraising results.
- Achieves financial objectives by preparing on annual budget, scheduling expenditures, analyzing variances, initiating corrections actions.
- Identified current and future customer requirements by establishing rapport with potential and regular customer and other persons in a position to understand service requirement.
- Ensures availability of merchandise and service by approving contract and maintaining inventories (monthly inventory).
- Formulates pricing policies by reviewing merchandising activities, determining additional needed sales promotion, authorizing clearance sales and studying market trends.
- Market merchandise by studying advertising, sales promotion and display plans.
- Analyzing operating and financial statement for profitability ratios.
- Secure merchandise by implementing specific coding in POS system with appropriate pricing according to boutique / resort standard.
- Maintains the stability and reputation of the store by complying with legal requirement.
- Determine marketing strategy changes by reviewing operating and financial statement and department sales records.
- Maintains operations by initiating, coordinating and enforcing program, operational and personnel policies and procedures.
- Contributes to team effort by accomplishing related results as needed.
- Monitoring and tracking monthly budget expenses are in line or below budget.

OCT'21 – PRESENT

ADMINISTRATIVE SECRETARY TO DOO & MANAGING DIRECTOR

THE ST. REGIS LANGKAWI

- Provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence
- Arranging conference calls and scheduling meetings. May also train and supervise lower-level clerical staff
- Organized and schedule daily, weekly and monthly meetings as required.
- Prepared meeting agendas, perform research for meetings, take meeting minutes.
- Organized business travel arrangements - flights, transportation, accommodations and lodgings for senior management and other ex-com members as well.
- Prepared invoices, reports, memos, letters, financial statements, print & files monthly P&L report and other documents, using word processing, spreadsheet, database, or presentation software.
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STRENGTH

- Eager to learn & Self-motivated and Positive attitude.
- Able to work under pressure.
- Fast learner & highly determine.
- Offering high proficiency in carrying diversified functions.
- Good communications skills.
- Innovative with vision.
- Able to work in various environments

LANGUAGES / SKILLS

- Bahasa Malaysia > Writing 10/10 Speaking > 10/10
- English > Writing 9/10 Speaking > 9/10
- Software
 - Microsoft Word - Excellent
 - Microsoft Power Point – Excellent
 - Microsoft Outlook - Excellent
 - Microsoft Excel - Good
 - Microsoft One Note – Good
- System
 - MIRA system (Marriott International)
 - Sunfish HR Saas
 - BirchStreet
 - Medallia,
 - Mystique Marriott
 - Land it
 - Just report it
 - Sharepoint,
 - Workday
 - POS Syst

REFERENCES

Name : Ms. Nurhayati Radzi
Phone No : +6012-260 3765
Position : Operation Manager
Company : Perwanza Enterprise (M) Sdn Bhd

Name : Mr. Jasmy Othman
Phone No : +6012-473 0757
Position : Group General Manager Aseania Resort & Spa Langkawi
Company : Aseania Resort & Spa Langkawi

Name : Mr. Roslan Abd Hamid
Phone No : +6019-573 7773
Position : General Manager
Company : Seri Malaysia Alor Setar

Name : Mr. Kenny Lim
Phone No : +6017-436 8064
Position : Operation Manager
Company : Cenang Plaza Beach Hotel Langkawi

Name : Ms. Audrey Huttert C Chantal
Phone No : +32479648177
Position : General Manager (Former General Manager at The Ritz Carlton Langkawi)
Company : Amanera by AMAN

Name : Mr. Peter Nilsson
Phone No : +66892542278
Position : General Manager (Former General Manager at The Ritz Carlton Langkawi)
Company : Banwa Private Island Philippines (nilsson.se@usa.net)

Name : Ms. Sanny Wong
Phone No : +6012-491 2181
Position : Director of Human Resources
Company : The Ritz Carlton Langkawi (sanny.wong@ritzcarlton.com)

Name : Mr. Michael Patrick Casey
Phone No : +6012-476 8804
Position : Director Of Room (Boutique Manager report to Director of Room)
Company : The Four Season Langkawi (michael.casey@fourseasons.com)

Name : Mr. Aman Jamwal
Phone No : +6012-21503802
Position : Director of Human Resources
Company : Four Seasons Langkawi (aman.jamwal@fourseasons.com)

Name : Mr. Indran Santhirasekaran
Phone No : +6012-678 2225
Position : Front Office Manager
Company : Four Seasons Maldives

Name : Mr. Ariff Jasman
Phone No : +6012-603 9226
Position : Human Resources Manager
Company : The St. Regis Langkawi