

CAROLINE EASTWOOD

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SEEKING: ADMINISTRATOR ROLE

An assertive, ambitious **Tourism & Hotel Management Graduate** and three years' commercial experience gained in both hospitality, tourism and beauty industries. Dedicated and hardworking as demonstrated by completion of master's degree in Switzerland whilst working full-time.

- Easily establishes rapport with clients and colleagues with a talent for remembering names and faces.
 - Consistently commended by customers for being helpful, providing useful advice and a professional service. Able to empathise with customers, show compassion and understanding.
 - Experience of preparing for and co-ordinating private parties, conferences and Christmas parties for up to 50 guests.
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KEY SKILLS

Communication
Interpersonal
Customer Service

Administration
Organisation
Planning

Computer / IT Skills
Event Planner
Time Management

PROFESSIONAL EXPERIENCE

Fantasia Group, London

Apr 2018–Jul 2020

Leading hair loss clinic with 50 staff and revenues of £2.5M per annum.

Sales Advisor/Treatment Consultant

Nov 2019–Jul 2020

Promoted within just 18months of joining the group, providing face-to-face consultations, diagnosing clients and explaining treatment options.

- **Increased revenue by £3K per month;** promoted courses for treatment of hair loss and scalp problems.
- **Improved web conversions five-fold and monthly takings by 1000%;** followed-up and managed all telephone and web enquiries from new/existing clients and provided guidance and support to customers coming via the website.
- **Provided consistently high level of customer service:**
 - **Managed an extensive MS Outlook diary** to closely monitor and maintain client details/records.
 - **Worked closely with the accounts, reception and pharmacy departments** to ensure clients' requests were being dealt with in a timely manner.
 - **Developed a database of new, long-term clients seeking** hair loss treatment.
- **Initiated and created an email template to effectively deal with automatic payments;** provided prospective customers with advice on future payment dates.
- **Doubled salary over a three-year period** through hard work and determination.

Administrator/Receptionist

Apr 2018–Nov 2019

Recruited to act as first point of contact between new/existing clients

- **Achieved high levels of repeat business;** identified and fostered close relationships with key clients.
- **Key player in raising profile and performance of clinic;** identified innovative ways to attract new clients.
- **Improved accuracy of record keeping;** maintained and updated client e-database and created individual client portfolios.

- **Provided consistently high levels of customer care:**
 - Gained superior product knowledge enabling provision of customer advice/reassurance.
 - Maintained strong and clear lines of communication with clients via excellent phone comportment and top-quality mail and email correspondence.
- **Deputised in the absence of a Trichologist;** built and maintained a photo-scan database to monitor and assess clients' treatment progress.
- **Provided an interpretation and translation service to the advisory team** given the company's ethnically diverse client base.

Tulip Hotel ('The Esteemed Hotel Group'), London

Aug 2017–Apr 2018

One of London's most celebrated 5-star hotels with fine dining and bar.

Waitress/ Bartender

Recruited on a part-time basis to serve customers food/drink, oversee daily dry-cleaning deliveries, provide training to new starters, manage takings and maintain restaurant/bar stock inventories.

- **Commended for providing five-star service to customers within three months of joining;** gained excellent knowledge of the menu including daily specials and wine lists.
- **Won an incentive competition** and was acknowledged as 'Waitress of the Month'.
- **Successfully hosted and organised several guest receptions, private parties and functions** for up to 50 people.

Granada Travel Company, Lucerne, Switzerland

Apr 2015–May 2015

Highly reputed tour operator specialising in incoming tours into Switzerland from all over the world.

Office Trainee (internship)

Hired to provide administrative and clerical support to the management team and assist with design, edit and distribution of travel papers and e-brochures.

- **Helped raise profile of the group;** organised, participated and represented the company in various travel and tourism fairs around the country.

EDUCATION / PROFESSIONAL DEVELOPMENT

Master's Degree in Tourism and Recreation

2018–2020

Schweitz University, Zurich (Due to complete in September 2020)

Dissertation: 'The Phenomenon'

Bachelor's Degree in Tourism and Hotel Management

2015–2018

ABC Academy of Tourism and Hotel Management, Bern

Dissertation: 'History and Development of ...'

Subjects: Economy, E-Business, Geography of Tourism, Organisation and Management, Marketing, Social Communication, International Tourism Organisations, Tourism Law, Logistics in Tourism, Tourist Traffic Service, Tourist Planning and Development, Hotel Management.

Leaderships Roles: Planned and organised fairs, exhibitions and banquets; assisted with bi-annual open days at the university.

Awards: Received an award for thesis in final year.

Tour Leaders Course, ABC Academy (Six months)

2017

ADDITIONAL DETAILS

- IT Skills:** Fully conversant with Microsoft Office (Word, Excel, Access, PowerPoint and Outlook). Basic understanding of Fidelio, Amadeus and Sage 50.
- Languages:** Fluent in German (mother-tongue) and English; conversational Spanish; basic Italian and French.
- Interests:** Enjoy travelling, mountaineering, music, photography and theatre.