

Maxine Curry

Catering Sales Manager

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PERSONAL SUMMARY

Maxine has the proven experience and desire needed to achieve and exceed sales targets. She can create eye catching, attention grabbing and professional sales pitches and marketing campaigns. As a true professional she will take cooking to the next level, be creative but also maintain high standards at all times. On a personal level she is a confident and outgoing individual who finds it easy to establish friendly relationships with colleagues and customers alike. She is able to deal with a wide range of people in a professional manner. Right now she would like to join a company that values it staff and can offer them exciting and challenging future career opportunities.



CAREER HISTORY

CATERING SALES MANAGER *Company, Coventry* Sep 2014 - Present

Responsible for overseeing and managing all the company's sales operations while ensuring that the restaurants guests receive impeccable service and quality while they dine.

Duties:

- Monitoring the performance of any existing sales campaigns to identify what is working and what is not.
- Travelling to and working at external venues when required to such as wedding parties, events and exhibitions.
- Working with chefs and kitchen staff to plan and organise the food and drink service on offer to customers.
- Supervising the sales teams and catering staff and making sure that they fully understand their role and duties.
- Monitoring the quality of food, products and service provided by tasting and asking customers for their views.
- Coordinating and overseeing the diverse roles and types of tasks being carried out by individual team members.
- Ensuring that members of staff correctly interpret and implement any instructions given to them whilst at work.

DUTY MANAGER *Marketing Company - Coventry* Jun 2012 - Sep 2014

TRAINEE MANAGER *Distribution Company - Leeds* Jan 2010 - Aug 2012

PROFESSIONAL SKILLS

Catering Sales

- Extensive knowledge of marketing, catering, cooking, food hygiene, kitchen operations & the hospitality industry.
- Possess own transport so able to travel to functions, also willing to work evenings, weekends and holidays.
- Highly talented individual who has the drive needed to develop and succeed and who is naturally collaborative.
- Previous experience of selling to hotels, restaurants, businesses, factory canteens and hospital and schools.
- Know all about hiring, training, supervising, monitoring and motivating permanent and casual catering sales staff.
- Setting budgets for a catering sales campaign and then monitor actual spending to ensure that its not exceeded.

Personal

- Strong leadership and motivating skills including the ability to build solid relationships with customers and staff.
- Adhering at all times to the strictest interpretation of all relevant Codes of Practise and Professional Conduct.
- Ability to think quickly, work in stressful circumstances, never get flustered and stay calm in emergencies.

ACADEMIC QUALIFICATIONS

<i>South East University</i>	<i>2006 - 2009</i>	Catering Degree
<i>North East College</i>	<i>2005 - 2006</i>	Diploma in Management
<i>Sparkbrook College</i>	<i>2004 - 2005</i>	Diploma in Business Administration
<i>Sparkbrook College</i>	<i>2004 - 2005</i>	Diploma in Marketing
<i>Coventry School</i>	<i>2000 - 2004</i>	A levels: Maths (A) English (B) Technology (B) Science

REFERENCES - Available on request



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