

HIBA SAEEDA

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Nationality: Pakistani

Gender: Female

INTRODUCTION

Sales and operations professional with ten years of experience across hospitality and B2B oil and lubricants trading in the UAE. Skilled in client relationship management, contract negotiation, sales planning and team supervision, with technical product knowledge across the automotive, industrial and marine sectors. Holder of an OTHM Level 7 Diploma in Strategic Management and Leadership, now applying for an MBA to move into senior business and international roles.

ACADEMIC QUALIFICATION

- OTHM Level 7 Diploma in Strategic Management and Leadership, Cromwell UK International Education, 2026 (120 credits)
- Bachelor of Arts (two-year programme), University of Karachi, Pakistan, 2015

CAREER OVERVIEW

- July 2024 - August 2026 **Sales Manager**, Globe Oil Lubricants Trading (S.P.S – L.L.C), Ajman, UAE.
- December 2021 - May 2024 **Reservations Supervisor**, Gulf Court Hotel Business Bay (270 keys), Dubai, UAE.
- March 2018 - May 2019 **Reservations Supervisor**, Rotana Hotel Management Corporation PJSC, Arabian Park Hotel & Park Hotel Apartment (412 keys), Dubai, UAE.
- August 2015 - March 2018 **Reservations Agent**, Rotana Hotel Management Corporation PJSC, Amwaj Rotana JBR (301 keys), Dubai, UAE.
- January 2014 - August 2015 **Front Desk Agent**, JA Hatta Fort Hotel Dubai (56 keys), UAE.

Sales Manager, Ajman, UAE

July 2024 - August 2026

- Developed and executed strategic sales plans to expand market share across the automotive, industrial, and marine sectors.
 - Ensured compliance with company policies and industry regulations while closely monitoring competitor activity and market trends.
 - Prepared detailed sales forecasts, market insights, and performance reports for senior management.
 - Maintained strong relationships with key clients, supporting high customer satisfaction and generating repeat business.
 - Negotiated pricing, contracts, and delivery terms in line with company objectives and market conditions.
 - Collaborated with marketing and logistics teams to ensure timely product availability and coordinate promotional campaigns.
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Reservations Supervisor

1. Gulf Court Hotel Business Bay, Dubai, UAE

December 2021 - May 2024

- Supervised the reservations team, including staff scheduling, training, coaching, and performance reviews.
- Reviewed booking records for accuracy and ensured compliance with reservation segmentation requirements and booking details.
- Prepared materials for weekly Revenue Management Meetings and attended meetings with the Revenue Manager.
- Prepared daily, weekly, monthly, and quarterly reports as required.
- Participated in hotel budget planning, marketing initiatives, and strategic planning processes.
- Monitored reservation staff activities and performance, organised training, conducted IFH audit calls, and managed email correspondence.
- Reviewed reservations daily to ensure compliance with service standards and minimum response times for all reservation requests.
- Managed reservation operations and updated website rates in the absence of the Revenue Manager.
- Maximised room revenue by implementing strategies to improve occupancy and average room rates, including regularly analysing the hotel's competitive set.
- Managed group bookings, including rate offers, contracts, rooming lists, and payment follow-ups.
- Supported sales and marketing activities across distribution channels, including retail and wholesale travel agents, online travel agencies (OTAs), and group sales leads.
- Monitored travel-related websites and OTAs to maintain competitive room availability and pricing, communicating relevant updates to the supervisor as required.

2. Arabian Park Hotel & Park Hotel Apartment, Dubai, UAE

March 2018 - May 2019

- Supervised the reservations team, including staff scheduling, training, coaching, and performance reviews.
 - Reviewed booking records for accuracy and ensured compliance with reservation segmentation requirements and booking details.
 - Monitored reservation staff activities and performance, organised training, conducted IFH audit calls, and managed email correspondence.
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Reservation Agent, Dubai, UAE

August 2015 - March 2018

- Managed reservations received by phone, email, fax, and GDS, ensuring accurate input into the reservation system.
- Handled room reservation requests from travel agencies, tour operators, companies, and individual guests.
- Processed reservations and cancellations and responded to enquiries regarding room rates, hotel facilities, services, and special promotions.
- Handled hotel calls efficiently and professionally.
- Processed and confirmed guest room reservations made by clients via phone, letter, or fax.
- Maintained an organised filing system for correspondence and prepared reports as required by the Reservations Manager or Supervisor.
- Ensured all incoming calls were answered according to Rotana standards, accurately processed information received by fax, and regularly monitored incoming emails.

Front Desk Agent, Dubai, UAE

January 2014 – August 2015

- Administered Front Desk cashiering procedures and complied with all established systems, policies, and procedures.
- Demonstrated a thorough understanding of the hotel's policies, procedures, and service standards, as well as comprehensive knowledge of hotel facilities and activities.
- Conducted in-room and hotel familiarisation and assisted guests with enquiries and requests regarding hotel activities and services.
- Provided prompt, courteous, and efficient service to all guests, maintaining a high level of customer satisfaction through personalised service from arrival to departure.

OTHER SKILLS

Software & Systems:

Orison Financial, Tally, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Internet Explorer, Trust, Nexus (RFP System), IDEAS (Revenue Management System), Fidelio, and Opera (Hotel Reservation Systems).

Technical & Systems:

Extranet, GDS, and basic networking and software systems.

LANGUAGES

- **English:** Expert
 - **Deutsch:** Beginner
 - **Urdu:** Native
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