Paulo Alexandre Morais da Silva

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Professional experience

03/2016 - present

Krystal Apple Consulting Company LLC
General Manager

- Specializing in restaurant and hospitality outlet openings as well as operational businesses in financial difficulty
- Expertise include complete restaurant conceptualization, menu design & development, location sourcing, construction & interior design sourcing, marketing, staff training, S.O.P's etc

11/2017 – 05/2018

Sofitel Hotel Downtown, Dubai Consulting as G.Manager
Above Lounge
Ace club
Cash Club

- Responsible for the full operation, training, service and setting up of the club/lounge from all aspects of pre-opening
- Recruitment of staff
- Managed a team of 7 sub managers and 90 line staff
- Managed every day proceedings and private bookings
- Implemented all policies and procedures
- Devised all manuals and restaurant operations and facilities
- Managed P&L analysis and cost control, forecasting and budgeting
- Achieved gross margin of 60%
- Responsible for all promotions and marketing/PR

11/2016 - 06/2017

Inka Lounge & Restaurant – Sofitel Hotel Downtown, Dubai
Consulting as G.Manager

- Responsible for the implementation of standard operating procedures (SOP) and writing of manual.
- Recruiting and training as GM, Operation of Managers & bar personnel
- Responsible for all HR related procedures, reviewing and approving payroll
- Ensuring all legal matters and regulations in place to avoid penalties and legal actions against club. Attended regular meetings with authorities
- Ensuring all regulations/procedures/hygiene & security standards met as per the municipality guidelines.
- Monitoring and ensuring high standards met for beverages and food served
- Ensuring the company's required standards of customer care and service met and carried out by all staff members
- Implemented procedures to limit stock wastage and unauthorized alcohol consumption by staff
- Created and implemented marketing campaigns and forging relations with local community
- Ensuring that set profit and loss targets achieved
- Sourcing and selecting of hotel suppliers and distributors

Professional Summary

I am a proactive ambitious, self-starter with a positive attitude and the ability to multi-task in a deadline driven hospitality environment.

Having worked in 10 different countries with over 20 years in the hospitality industry as a General Manager I bring a wealth of experience.

My key strengths lie in the ability to set up restaurants/nightclubs from inception stage to completion and the ability to increase profit growth, whilst at the same time maintaining high customer satisfaction levels

08/2015 -08/2016

VII Terrace Bar, Lounge & Club Restaurant – Conrad Hotel Dubai
Staff/Operation Manager .reporting directly to Owner

- Responsible for the implementation of standard operating procedures (SOP) and writing of manual
- Recruiting and training of managers, Operation Managers & bar personnel
- Responsible for all HR related procedures, reviewing and approving payroll
- Ensuring all legal matters and regulations in place to avoid penalties and legal actions against club. Attended regular meetings with authorities
- Ensuring all regulations/procedures/hygiene & security standards met as per the municipality guidelines
- Monitoring and ensuring high standards met for beverages and food served
- Ensuring the company's required standards of customer care and service met and carried out by all staff members
- Implemented procedures to limit stock wastage and unauthorized alcohol consumption by staff
- Created and implemented marketing campaigns and forging relations with local community
- Ensuring that set profit and loss targets achieved
- Sourcing and selecting of hotel suppliers and distributors
- Recognizing new trends and implementing action plans accordingly

03/2013 -11/2014

Tavern Beach Club & Restaurant - Dubai
General Manager reporting directly to Owner

- Managed a team of sub managers and 40 line staff.
- Managed P&L analysis, cost control forecasting and budgeting
- Increased P&L and gross profit margins by 80%
- Worked closely with Executive Chef and staff on menu selection
- Implemented all policies and procedures for the F&B division
- Created manuals for club operations and facilities
- Responsible for promotions of all F&B outlets and managed marketing/PR

01/2012 – 01/2013

Portugal Restaurant – Sea View Hotel, Dubai
Partner/G.Manager

- Responsible for concept design and setting up of restaurant and recruitment of staff managed a team of managers and 20 line staff
- Managed every day proceedings and private bookings
- Devised all manuals for restaurant operations and facilities
- Managed P&L, cost control, forecasting and budgeting. Achieved gross margin of 55%
- Responsible for all promotions and marketing/PR
- Nominated as one of the best newcomer restaurants in Dubai

Achievements

- 2 Timeout Magazine Awards in Dubai and 2 Awards in Norway
- Pictures, articles & advertisements of my work appeared in magazines, newspapers, websites, radio and television
- Created Award winning venues

03/2012 –01/ 2013

Mansion Night Club – Melia Hotel Dubai G
General Manager reporting to Hotel Group MD

- Ensured the smooth running of the day-to-day operations
- Established all policies and procedures for the club division
- Worked closely with staff on a daily basis
- Responsible for recruiting of staff
- Managed team of 5 sub managers and 40 line staff
- P&L analysis, cost control, forecasting and budgeting
- Increased gross profit to 60% of revenue
- Handled promotions, marketing/PR for all F&B/club outlets
- Organized promoters and events for the hotel

03/2009 -08/ 2012

Elegante Night Club- Royal Ascot Hotel Dubai
Managing Director reporting to the Owner

- Managed a team of managers and 40 line staff
- Managed P&L analysis, cost control forecasting and budgeting
- Increased P&L and gross profit margins by 80%
- Worked closely with Executive Chef and staff on menu selection
- Implemented all policies and procedures for the F&B division
- Created manuals for club operations and facilities
- Responsible for promotions of all F&B outlets and managed marketing/PR

01/2008-08/2008

Henrik & Silva - Portugal
Owner.MD

- Managed a retail fashion shop in Portugal selling high end Italian women's fashion brands e.g... Le Gatte Jeans save the Queen, Matta Jeans, and Etincelle Couture

12/1998 -12/ 2007

Sinco Group – Bergen, Norway
Operations Director & Concept Manager & G.Manager for all 7 clubs reporting to Owner

- ***Lounge Metro -Club VIP***
- ***Metro -Night Club VIP***
- ***England -Night Club***
- ***Soho Restaurant Sumo Asian Restaurant***
- ***Fusion Café Jazz Bar -Restaurant* /Life venue**
- ***Café Clue -Night Club***

- Worked closely with architects on the design of restaurants/clubs and developed concepts in all venues from inception
- Responsible for all decision making and implementing of policies and procedures for the group

Skills

English
Portuguese
Spanish

Office
Photoshop
Illustrator
InDesign
CMS

Self-starter
Communication
Creativity

Organizational talent

Part time
1998-2006

Private Consulting Clubs/Restaurants - Norway
Part-time Freelancer

- Worked part-time as a freelancer simultaneously running SINCO Group in assisting/training managers how to run, open, conceptualize design and manage a club

08/1995 -11/ 1998

Barnaby Joes, VIP Night Club & Fine Cuisine - Bahrain
General Manager/Operations Manager

1987 - 1998

Worked in London as a G.Manager **for various night clubs and restaurants**

- ***Babushka Night Club & Restaurant*** •
- ***Propaganda Night Club & Restaurant*** •
- ***PBNC Club/Restaurant*** •
- ***Maxwell Restaurant*** •
- ***Silk House Night Club/Lounge*** •
- ***Roadhouse Club*** •
- ***Little Havana Lounge*** •
- ***Backpack Bar/Club***

Education

Studied in C.P. School, Lisbon

Hobbies & Interests

Rock climbing, • sea diving • soccer • downhill mountain biking waterfall radical swimming • martial arts • played guitar for various rock bands