



Luke Fern

General Manager

📍 Burton upon Trent, Burton-on-Trent, UK

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Languages

English (Fluent)

About

I am a committed and client focused individual who is always willing to learn and with a strong attention to detail. I consider myself to be an exceptional listener and communicator who effectively conveys information verbally and in writing. I am confident and have often supported my colleagues through many situations. I am quickly able to adapt to new situations and enjoy working in challenging environments. I am looking towards a new path now, a role that i could truly appreciate outside of the food and beverage side of hospitality. Something new, something exciting, a role that makes me want to progress further than i can imagine. Can you help?

BRANDS WORKED WITH

- Chiquitos
- Cineworld Cinema
- Fiction Nightclub
- JD Wetherspoon - Hanley
- Orange Tree Bar and Grill
- Pauls Cafe
- Regency
- The Crossing

Experience



● General Manager

The Crossing | Apr 2022 - Aug 2022

One of four award winning private Stone gate-tied pub restaurants, The Crossing is a unique venue offering both a great continental menu and a fast paced evening for wet sales. I was offered this role privately to improve the sales and standards as they had dropped tremendously over the last year. This i did relatively quickly due to my experience in top venues within the country. As expected i was in charge of payroll, stock, rotas, guest experience, menu development, 15 staff members, health and safety, maintenance plus a whole host of other responsibilities.

● General Manager

Regency | Oct 2021 - Jan 2022

Regency was offered to me by a previous general manager at a Paragon site, asking me due to my experience within nightlife, what i could do with a venue now that he had acquired one. After an extensive chat and a lot of meetings, we finally opened Regency. I was offered GM, and away into the nightlife industry we sailed. We had a successful opening, meeting the towns great clientele and seeking every opportunity we could to expand. Unfortunately the director and I had different ideas for the venue comes January so i departed on creative differences and took a couple of months to recuperate from the heavy few months within Hospitality.

● Bar Manager

Orange Tree Bar and Grill | May 2019 - Oct 2021

Run by Paragon, the Orange Tree is a fine dining restaurant, boasting a premium experience like no other. Behind the perfect reputation we've worked hard for, we offer only the finest quality fresh food, all delivered by local companies. The bar itself and the cocktail menu have been described as Londonesque due to standards and quality of the products used in the drinks. I joined the Orange Tree as a supervisor, contracted to become manager when the current one departed (Aug 2019.) Now running the bar into a positive direction, our liquor sales have improved with my own reputation alongside. My responsibilities are quite like those at my previous employment; Fiction, only I have more experience behind bars and more of an idea of what it means to be management. My role also consists of, but is not limited to the following;

- A huge variety of cocktail knowledge.
- Being a fire Marshall.
- Being First aid trained.
- Seeing trends and applying what products work with the bar scene and restaurant to move the business forward with the times.
- Being familiar with external companies such as Heineken, RDW, Molson Coors, Purity, Gerrard Seel.
- Handling and actioning invoices, orders and deliveries.

- Conflict management.
- Hiring, training and developing team members. To conclude, if it involves the Bar, it is be my responsibility. I am however also doing a an NVQ alongside this which is Leadership and Management.

● - Bartender

Chiquitos | Jul 2018 - Apr 2019

TRG is a great company to work for as there is always a position or opportunity you can apply yourself to. My responsibilities were to manage the bar daily. From opening and closing the bars, making sure you are stocked for the shift, applying all cocktail knowledge and working in sync with the team for the best possible outcome. I got great customer satisfaction throughout.

● Bar Staff/ Team Member

JD Wetherspoon - Hanley | Jul 2017 - Nov 2017

Opening and closing main bars.

- Delivering cleanliness standards at all times.
- Bartending at the busiest times tackling any challenge confronted with. (Friday/Saturday nights)
- Waiting and serving customers their food.
- Glass collecting and glass washing (operating glass cleaning machines)
- Knowledge of cocktails and other beverages.
- Working in a fast-paced environment dealing with a variance of customers daily.

● - Bar Supervisor

Fiction Nightclub | Jul 2017 - Aug 2018

Named Staffordshire's largest nightclub, I started as a bartender before becoming the supervisor within 3 months of employment. My roles went on to include:

- Cash Handling (floats/ cashing up tills)
- Experience on all 6 bars with the Nightclub.
- A lot more cocktail knowledge on a huge variety of cocktails.
- Supervising high-paced nights whilst correcting other members of staff errors and maintaining all levels of cleanliness throughout the night.
- Multitasking at extreme levels.
- Working and setting up special events with PA's and other nights such as New Year's Eve/ Devils night and the famous Sankey's events.
- Fire safety and alarm testing (setting alarms off and resetting them for test)
- Restocking the bars/ knowing when to restock.
- Stock counts throughout the venue (cellars included) and putting it on the system. (Recounts also)
- Opening and closing the venue and setting the alarm.
- Taking in deliveries and reordering deliveries.
- Working day shifts resulting in sometimes 1 8-hour shifts.
- Light patrol around the venue.
- Full knowledge on the lighting rig system and AMPs for the venue.
- Dealing with highly intoxicated customers (first aid knowledge- NOT first aid trained)
- Defusing incidents such as fights, maintaining a strong mind when dealing with violent people. (Working alongside Door staff to keep customers safe)
- Booth and bottle sales.
- Incident report knowledge.
- Very brief flair bartending understanding.
- Challenge 21 and perfect serve also.
- Conflict management

● Team Member

Cineworld Cinema | Jun 2015 - Jan 2017

Always Delivering an exceptional degree of customer service in a fast paced environment

- Working unsociable hours (evenings/weekends/bank holidays etc.)
- 100% attendance record
- Deep product knowledge
- Identifying and maximizing sales opportunities through up-selling
- Part of a target driven team
- Receiving in deliveries

- Monitor and maintain safe storage of goods received, stock rotation procedures and security of storage areas
- Cash handling
- Proactively helping supervisors and managers with breaks and work-load
- Completion of stock counts
- Piracy supervision

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● - **Part Time Customer Assistant**

Pauls Cafe | Jan 2014 - Jan 2015

Knowledge of food hygiene and health and safety

- High attention to detail
 - Ability to multitask
 - Sales experience
 - Provide a high level of customer service
 - Service of food and beverages in a professional manner
 - Maintaining cleanliness of café area
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Pauls Cafe | Jan 2014 - Jan 2015

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