



Amo Taib

Project Manager - Manager

📍 Birmingham, UK

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Languages

English (Fluent)

About

I am a highly driven general manager with a proven track record gained over 25+ years in senior roles within the hospitality and leisure industry. My strong leadership and people management skills are reflected through accolades awarded in the nightclub, bar and restaurant sector. I have the professional mindset, industry contacts, and commercial flair to not only lead multiple sites but to truly make them successful through stimulating sales and facilitating business growth.

BRANDS WORKED WITH

Bierkeller Management Company Ltd

Bottega Prosecco Bar & Restaurant

Cargo Coventry Shoreditch Bar Group

Circo Bar, Birmingham University, Uv Bars Ltd

Club Republic Leicester, P & R Leisure Ltd

Eclectic Bar Group

Experience

● General Manager

Cargo Coventry Shoreditch Bar Group | Apr 2022 - Now

Overseeing new acquisition ,1000 Capacity Nightclub 1 level.

- Project managing £500k new refit in the heart of Coventry City.
- Responsibility for implementing and overseeing adherence to financial procedures.
- Communicated with licensing authorities adhering to all licence condition are met.
- Compliance (health & safety, risk management, risk proof)
- Event planning, liaising with external promoters with the city, utilized for large capacity annual events, and regular entertainment schedules.
- Forecast & budgets for commercial operation, and monitoring weekly/monthly profit and loss accounts, (Labour, security, marketing, entertainment) KPI's.
- Provide leadership and support for core management team, sales manager, operation of bars, catering, and kitchen.
- Maintenance and delivery of operational standards across all commercial areas.
- Monitoring all social media platforms.

● General Manager

Club Republic Leicester, P & R Leisure Ltd | Jun 2020 - Apr 2022

Responsible for operational management of multiple sites, 3000 capacity branded venue including 6 rooms and 12 bars.

- Provide leadership and support for core staff teams, operation of bars, catering, and the nightclubs business, with an operational turnover of net £3.5m pa, weekly Net turnover £75k+
- Setting annual budgets for commercial operations, and monitoring weekly/monthly profit and loss accounts including KPIs.
- Maintenance and delivery of operational standards across all commercial areas.
- Responsibility for implementing and overseeing adherence to financial procedures, health and safety, fire and licensing regulations.
- Event planning and project management skills – utilized for large capacity annual events, and regular entertainment schedules.
- Building relations with external promoters within the city, booking Artist & Djs long side (United Talent, Livebase, showcase co pro, also sporting event and Live music events.

● Operations Manager

Bierkeller Management Company Ltd | Feb 2019 - Jul 2020

Led day to day operations for a venue in Birmingham (including a restaurant and nightclub) with a capacity of 1250, responsibility for 40+ colleagues, training and mentoring.

- Achieved £1 .9m in annual net turnover (c.£40k + in weekly turnover)

- while maintaining a dry to wet sales ratio of 70% to 30% respectively
- Implemented a CRM system (SAGE) in order to optimise the experience for existing clients and generated new income revenue by systematically targeting new clients, result driven.
- Delegated, line managed and completed annual performance reviews for a business development manager, events manager and two assistant managers.
- Reported to the operational director and board of directors with a summary of the present financial performance of the business and rationale for sale targets and KPI forecasts.
- Developed cost-effective social media strategies across Facebook, Twitter and Instagram
- Evaluated present and historic financial performances to create rota forecasts to ensure the business was operating efficiently and not over or understaffed.
- Full health & safety compliances, Licensing, Sia, environmental legislation practices.

● **Project Manager (Achieved Deliverables)**

Bottega Prosecco Bar & Restaurant | Feb 2019 - Sep 2019

Overseeing High Volume Restaurant.

- Headed a team of 30 colleagues including heads of marketing, corporate sales and promotions, in a 120-headcount restaurant & bar in Birmingham and maintained a dry to wet sales ratio of 65% to 35% respectively
- Oversaw the expenditure of a £450K budget and utilised excel costing spreadsheets to maintain a financial audit trail.
- Chaired weekly meetings with team leaders, external contractors and the central marketing team in Italy to review and steer project progress for the April 2019 launch
- Recruited 17 colleagues in the September 2019 and trained staff on front of house duties, food presentation and delivery of customer service consistent with the Bottega brand
- Communicated with licensing authorities to ensure the site was able to serve alcohol as well as adhering to all other compliance activities (i.e., health and safety regulations)

● **Operations Manager**

Circo Bar, Birmingham University, Uv Bars Ltd | Jul 2017 - Feb 2019

Managed all activities leading up to the launch night including deploying marketing skills to take control of rebranding activities

- Secured an annual net turnover over £1 .4m (average weekly net sales £35K) + against a KPI of £1 .2m and maintained a dry to wet sales ratio of 70% to 30% respectively
- Leveraged insights on the performances of marketing campaigns on Facebook, Twitter and Instagram (i.e., cost per click/view/conversion across age and interest demographics) to boost engagements and drive value for money from creative budgets
- Directed and received reports from the managers of 4 core teams (sales and marketing, hospitality, security and administration team) and utilised these outputs to develop the KPI and overall business development strategy
- Created focussed social marketing campaigns and events to generate income from Birmingham's student demographic
- Executed all central operational activities including banking and stock management while maintaining a financial audit trail for efficient external audits EMPLOYMENT HISTORY (BEFORE 2017)



● **General Manager**

Eclectic Bar Group | Dec 2016 - Jul 2017

Lola Io Derby 1250 Capacity General Manager