

JESSICA COHEN

HOSPITALITY & ADMINISTRATION PROFESSIONAL

CONTACT

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 North Perth, 6006 WA

SUMMARY

Highly motivated and detail-oriented professional with a strong hospitality and sales administrative background. Experienced in staff training, supervision and management, driving team success through effective leadership. Demonstrated experience in social media marketing, website development and social media account management, resulting in increased brand visibility and customer engagement.

My partner and I have recently made the move from the NT to WA for a change of scenery and a place to settle down.

SKILLS

- Highly organised with the ability to plan and meet deadlines.
- Excellent written and verbal communication skills.
- Liaising with customers and stakeholders to deliver service excellence.
- Strong work ethic while maintaining values of professionalism, integrity and accountability.
- High Level of computer literacy including business applications such as Microsoft Suite, Word, Excel, XERO, deputy.
- Recipes and menu planning, including inventory control.
- Social media management and online marketing strategies.
- Staff training and supervision.
- Ongoing committee member for the NTFL and NFC 2022 - 2025

WORK EXPERIENCE

Sales and Marketing Administrator

Real Estate Central Projects - NT

2023 - Current

- Worked directly with the NT's leading Agency and Top Sales Agent's.
- Preparing, organising and maintaining sales documentation - Contracts, Listing Agreements and other legal paperwork.
- Serving as a point of contact for vendors and buyers.
- Maintaining and updating CRM systems with accurate up-to-date client information.
- Assisting our sales team by preparing and creating marketing material such as brochures, online listings and advertising campaigns.
- Launching property material onto Real Estate websites and social media pages.
- Scheduling appointments, meetings and viewings for agents and clients.
- Organising photography, videography and staging for properties.
- Managing the calendar to ensure timely follow ups and meetings for the team.

Restaurant and Marketing Manager

Riverbank Moama - NSW

2020 - Current

- Induction and supervised new staff.
- Led and directed team members on effective methods, operations, and procedures.
- Reconciled cash and credit card transactions to maintain accurate records.
- Effectively managed payroll and timesheets, and paperwork for new hires.
- Developed, implemented, and managed business plans to promote profitable food and beverage sales.
- Assisted in development and implementation of new menus to offer variety and options to customers.
- Developed marketing content such as posters, promotional materials, and advertisements for social media.
- Increased customer engagement through social media.

LINKS

 [Riverbank Moama Instagram](#)

 [Riverbank Moama Facebook](#)

 [Riverbank Moama Website](#)

EDUCATION

Certificate III & IV in Fitness

Australian Institute of Fitness
Completed in 2021

Pre & Post Natal Coaching

AFPA Health Nutrition and Fitness
Completed in 2021

High School Diploma

Echuca College
Completed in 2018

REFERENCES

Nikki & Paul Cohen
Riverbank Moama Business Owners

☎ 0419 573 258 (N)
☎ 0429 977 190 (P)

John Micalizzi
Health and Fitness Professional

☎ 0408 146 730

Darren Hunt
Sales Professional

☎ 0417 980 567

Kylie Westbrook
Executive Sales Associate

☎ 0478 401 428

Lauren Griffiths
Sales Administrator

☎ 0400 911 589

WORK EXPERIENCE CONTINUED

Personal Trainer

Fitmob Fitness & Health Centre

2021 - 2022

- Developed, planned, and led personal and group fitness sessions as well as well-known specialty fitness programs for 5-20 clients.
- Monitored and assisted clients to ensure the safe use of equipment.
- Set out programs for individual clients and formed programs based off their injuries and individual capabilities
- Created a successful Mums & Bubs program from 6 week postpartum to 10 months.
- Maintained a clean and organised studio pre and post classes.
- Grew customer base through word-of-mouth referrals based on customer satisfaction and results.
- Motivated clients to stay on track with fitness goals with positive and friendly approach.

FOH Supervisor & Head Barista

Busy Bean Coffee

2018 -2021

- Successfully supported business owners in the establishment of a second branch.
- Developed coffee beverage menu, recipes, specialty coffee drinks, and appropriate menu pricing.
- Restocked and cleaned stations and facilities to maintain clean and operable standards.
- Interviewed, selected, trained and supervised FOH staff members.
- Oversaw front of house personnel to generate the roster, ensuring adequate staffing.
- Reconciled cash and credit card transactions to maintain accurate records.

Hospitality Manager

Rich River Golf Club

2017 -2019

- Offered appropriate reservation options based on expected attendees when coordinating events.
- Ensuring operations and staff complied with health and safety regulations.
- Correctly calculated inventory and ordered appropriate supplies.
- Interviewed, selected, trained, and supervised restaurant floor staff.
- Development and management of the roster to maintain adequate staffing.
- Led and directed team members on effective methods, operations, and procedures.
- Promoted positive atmosphere and went above and beyond to guarantee each customer received exceptional food and service.
- Assisted in development and implementation of new menus to offer variety and options to customers.