

Farouq O. Owour

Sales & Marketing Manager

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Mombasa.
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EDUCATION

Technical University of Mombasa

Diploma in Business Administration
(Office Administration)

CERTIFICATIONS

- i. EAC Classification Standards and Quality Assurance Systems (Tourism Regulatory Authority)
- ii. 79th Skal International Congress (SKAL INTERNATIONAL)
- iii. Digital Skills Training (ImpactHer)
- iv. First Aid and CPR Certification

SKILLS

- Revenue Management
- Team Leadership and Training
- Budgeting and Financial Analysis
- Marketing and Promotions
- Quality Assurance and Compliance
- Event Planning and Coordination
- Problem Solving and Decision Making
- Excellent Communication and Interpersonal Skills

SUMMARY

Dedicated and results-oriented Hotel Manager with a proven track record of successfully overseeing daily operations, driving revenue growth, and ensuring exceptional guest experiences. Seeking an opportunity to contribute my leadership skills and industry expertise to a dynamic working environment.

EXPERIENCE

Sales Account Manager April 2025 to Date

The Concord Hotels & Beach Villas- Bahari Dhow Diani

Roles & Responsibilities

- i. Build and maintain strong relationships with both new and existing clients to foster repeat business
- ii. Identify, pursue and convert leads into long-term guests or group bookings
- iii. Manage key accounts and ensure client satisfaction pre and post stay
- iv. Develop and execute sales strategies to increase bookings
- v. Oversee online visibility across OTAs
- vi. Maintain active presence on social media through posts and real time audience engagement and content creation

Travel/Tourism Consultant June 2023- Sept.

2024

Fidex Safaris & Kuldips Touring Company - Mombasa

Roles & Responsibilities

- vii. Development of sales and marketing strategies.
- viii. Coordination of tours itineraries for guests visiting Mombasa
- ix. Market Research and strategy application to drives sales and enhance market share reach
- x. Development and management of social media content, website management and digital marketing

Sales & Marketing Manager Nov.2021- Sept. 2022

Royal City Group of Hotels - Kisumu

Roles & Responsibilities

- xi. Development of sales and marketing strategies for Royal City Milimani and Town Center Units
- xii. Preparing of budgets and gathering necessary resources from related vendors i.e., branding

- xiii. Coordinating and supervising conferences and meetings in two units (Royal City Garden Milimani and Royal City Hotel Town Center Kisumu). Full time.
- xiv. Coordinated marketing efforts and promotional campaigns, contributing to an increase in roombookings.
- xv. Assisted in overseeing hotel operations, including guest services, housekeeping, and event planning.

REFEREES

Laila Adhiambo
Account Executive
Human Capital Synergies
Tel. 0722 854051
Nairobi

Lilian Ayimba
TRA Nairobi
Tel. 0712 337797
Nairobi

Fatma Bakari Barayan
Chairperson Youth Enterprise
Development
Tel. 0702 901552
Kenya

Operations Manager

Dec 2019 - July 2021Mbita Tourist Hotel – Mbita, Homa Bay
County

Roles & Responsibilities

- i. Managing daily operations and supervision of employees.
- ii. Capturing sales and developing marketing strategies for the hotel
- iii. Coordinating and administering hotel services to clients
- iv. Source for business and creating leads with high performing conversion rates.
- v. Developing weekly, monthly, and quarterly operations and financial reports

Operations Manager

May 2019 - Dec 2019

Regency Mt. Kenya Hotel – Timau, Laikipia County

Roles & Responsibilities

- i. Managing hotel operations and developing marketing strategies
- ii. Planning maintenance work, events and bookings.
- iii. Handling customer complaints and queries.
- iv. Promoting and marketing the hotel, developing partnerships, and managing relations with Ngare Ndare conservancy, Ol Pejeta Conservancy etc.

Admin/Destination Marketer/ Tourism

Information Officer Feb 2015-March 2019KCTA and
Kenya Tourism Board – Mombasa County

Roles & Responsibilities

- i. Preparing tourist or visitor destination information for local and international marketing efforts.
- ii. Production of promotional content for various international markets
- iii. Preparing PowerPoint and video pitch deck presentations.
- iv. Developing, analysis and maintenance of data.
- v. Monthly Tourism Markets Reports