

# Farouq O. Owour

## Sales & Marketing Manager

0714 122633 / 0727 546200  
Mombasa.  
otyenopol@gmail.com

### 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 Skat International Congress (SKAT 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 covert 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 eral 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 room bookings.
- 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 2021 Mbita 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 2019 KCTA 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