



# Amo Taib

Project Manager - Manager

📍 Birmingham, UK

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## Links

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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