**LOUISE MCLEAN**

8 Nightingale Mews, Doonfoot Road, Ayr KA7 4FD

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A professional **General Manager** with Operations Management, Customer Services, PR and Events managerial expertise. Highly motivated and works exceptionally well under pressure, thriving in a busy, dynamic environment. Demonstrates excellent leadership qualities, building rapport, providing advice and with empathy, supporting flexibility when necessary. Acts with integrity and in the best interests of customers and team members whilst ensuring compliance with safeguarding, policies and guidelines. Proven team building skills, creating a calm and relaxed atmosphere in a variety of fast paced sectors whilst promoting professionalism and integrity at all times.

**Skills**

* Excellent communication skills verbal and written, via telephone, email, web and social media platforms.
* Strong research and problem analysis solving skills.
* Exceptional organisational and multi-tasking skills, highly proficient, customer focused and results driven.
* Retail management, marketing, financial and human resources experience.
* IT proficient including Microsoft Office Suite.

**Work Experience**

GENERAL MANAGER 15-17 AYR Jul 20 – present

* Manage plans and direct the day-to day operations of a large retail establishment selling a wide variety of goods in a 42,000sq ft department store over 2 floors.
* Develop strategies to improve customer service, drive store sales, increase profitability, create store policies and marketing programs. Establish a rapport with potential and actual customers. Maintain high store standards and conditions, ensuring customer needs are met, complaints resolved and service quick and efficient. Resulted in store record sales after 2 weeks employment.
* Budget maintenance and adjustment operations within corporate budget, making necessary changes to sustain projected profit margin for each quarter. Schedule expenditures and analyse variances. Analyse sales figures and forecast future sales.
* Ensure all products and displays are merchandised effectively to maximize sales and profitability. Maintain awareness of market trends, understanding forthcoming customer initiatives and monitoring competitors. Display sales floor and store window. Resulted in a retail window display award.
* Maintain the stability and reputation of the store by complying with legal requirements and adhering to all health and safety factors.
* Forecast staffing needs and develop a recruiting strategy to provide optimal staffing in all areas, in liaison with Senior Company Executives. Lead, train, direct, schedule, coach and monitor employees, encouraging a positive team environment, following up on work results.

ASSISTANT EVENTS MANAGER TRUMP TURNBERRY RESORT Sept 19-Jul 20

* Effectively coordinated a large number of functions, liaised with sales groups to ensure efficient transition for each event. Events ranged from 2 to over 700 people from a wide variety of backgrounds and countries.
* Managed clients through planning stages and responsible for all payment deadlines, establishing accurate detailed presentation documentation to support operational departments.
* Accuracy of events team system, provided processes to support critical measures and assisted in analysing and accounting for all revenue associated.
* Advocated and built strong relationships with all customers, vendors, clients and Resort associates ensuring at all times personally and team members portrayed an approachable demeanour.
* Liaison daily with Resort Director to ensure efficiency and effective professionalism in all areas, personally and as a team, focus on aims and objectives set achieved successfully.

CURATOR STEVEN BROWN ART April 18-August 19

* Ambassadorial role for Steven Brown Art through events and live broadcasts via social media.
* Curator responsible for driving sales, the insurance and transportation both nationally and internationally of Original Art and Limited Editions, Exhibitions, PR and the management, development, coaching, motivation and control of the sales force.
* Managed individual and team personnel travel, visa’s, accommodation, special requirements, documentation, research, reports, screening, minutes, office management, personal gifts, charity donations, visits and visitors, activities, event coordination, planning, itineraries, brochures, guest lists, promotions and hosting and escorting as and when required.

PR AND CUSTOMER SERVICES MANAGER STEVEN BROWN ART Mar 17-April 18

* Accountable for all CS staff, recruitment, training, appraisal, nurturing and discipline. Motivating and supporting team members to achieve their goals.
* Managed approved budgets, controlled resources and utilised assets to achieve qualitative and quantitative targets.
* Integrated the biggest E-commerce platform in the UK, Shopify and WIX.com/WIX answers, the Internationally renowned website building platform and customer support ticketing system, enabling the support of over 100,000 customer interactions including live chats, phone calls, tickets and emails whereby creating an unrivalled customer satisfaction rating.
* Orchestrated the weekly Live Show, undertaking the behind the scenes tasks including, risk assessment, entertainment bookings, hospitality, coordination of crew, access, scripting and On-Air co-hosting.
* Liaised directly with public and private sectors creating momentum, building solid relationships in the UK, Europe and Rest of the World, propelling Steven Brown rapidly into a household name. Maintained diligence, discretion, confidentiality, diplomacy and efficiency at all times.

CLINIC MANAGER COAST CLINIC 2014-2017

* Administer the day to day operations of the business, financial reports, office management, HR, research, social media and client coordination, data protection and satisfaction.

EVENTS AND WEDDING COORDINATOR COSTLEY & COSTLEY 2011-2013

* Coordinated, organised, planned and executed all functions and events and weddings at the prestigious Lochgreen House Hotel. Interviewed, negotiated with and hired vendors, sourcing, selecting and ordering various bespoke materials, staffing, catering, entertainment, licensing, running event sequences, readily available, supportive, calming and responsive to the needs of each individual client.

EXECUTIVE PA AND HOUSEHOLD MANAGER WELLSHORE 1996-2009

* Main correspondence with every customer. Office management, staff, legislation, company travel, household management of staff, HR, salaries and family travel, diaries, events, entertainment and catering/hospitality for company clientele and household personal guests both home and abroad.

SENIOR OPERATIONS MANAGER NATIONAL HOSPITAL FOR NEUROLOGY AND NEUROSURGERY 1992-96

* Operations Manager in charge of the non-medical departments in an acute environment. Areas included Domestic Services, Catering, Pest Control, Laundry, Linen, Porters, Residence and Visitor accommodation.
* Lead on staff recruitment, appraisal, training, disciplinaries, the individual department budgets, legislation, policies, procedures, risk assessment, reports, tenders, contracts and ultimate coordination for all these in-house and external services. Reported directly to the General Manager and Board of Governors.

**Qualifications**

Hotel Business Management - Manchester Metropolitan University 1989-1992

British Red Cross First Aider

**Voluntary Work**

Art teacher at local Youth Centre for disadvantaged teenagers 2010-15

Project Leader at Ayr Action Mental Health 1996-98