



## MAAIKE BREIJ

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### PERSONAL INFORMATION

Date of birth: 15/01/1994

Nationality: Dutch

Marital status: Married

### PERSONAL SKILLS

- Confident and creative
- Goal oriented and disciplined
- Strong eye for details & client first mindset
- Great communicator & team player
- Problem solver, see challenges as opportunities

### EDUCATION

Master Degree in Hospitality Management at HTL International School of Hospitality—2016

Degree in Hospitality Management at Het Klooster in Amersfoort—2014

### ACCOMPLISHMENTS/AWARDS

- 2017 - 2020 Employee Satisfaction Survey 100%
- Excelled in Brand Standard Audit for Marriott
- The Allium Bangkok TripAdvisor from #431 to #4
- Manager of the quarter: Q2 2020
- Organized successful wine dinners & effective social media marketing events with James Suckling, Sassicaia and Continuum

### ABOUT

“A highly skilled Merchandise Concept Manager with experience in developing profitable concepts by analyzing global and local market trends and customer preferences. Successfully managed up to 50 employees and responsible for the sales and profit of new merchandise concepts, brand identity development, and commercial strategy. Seeking a Market Manager position to leverage my expertise in driving business growth and achieving results.”

## WORK EXPERIENCE

### Merchandise Concept Market Manager

Central Food Retail Group

June 2022—Present

- Drive the creation and evolution of profitable concepts by utilizing analysis of global and Thailand market trends and customer analysis
- Ensure sales and profit of new merchandise concept through basket analysis, assortment selection, category strategy and tactic including space management
- Lead and manage the development and execution of marketing strategies to drive business growth and achieve results.
- Conduct analysis of market trends and customer insights to identify opportunities for growth and profitability.
- Develop and implement category strategy, product assortment selection, and space management to maximize sales and profits.ç
- Build and maintain relationships with key stakeholders and partners to drive business growth and achieve market objectives.
- Lead and work closely with a cross-functional team in the strategic development
- Responsible for 10 Tops Eatery and 32 At Taste locations in Thailand

### Venues Manager

The Athenee Hotel, A Luxury Collection Hotel

Jan 2020 – Jun 2022

- Responsible for up to 50 employees at The Allium Bangkok (Fine Dining), Glaz Bar, The View Pool Bar & In Room Dining
- Driving revenue efficiency and cost control in all outlets in relation with Covid-19
- Responsible for monthly wine dinners in collaboration with local suppliers
- F&B Manager in charge during absence F&B Director

### Assistant Venues Manager

Grand Hyatt Erawan Bangkok

Jan 2019 – Dec 2021

- Responsible for up to 24 staff at Bar @ 494, You & Mee, Erawan Bakery & Spasso Italian Restaurant
- Promotion, planning & execution for online channels in collaboration with the marketing and sales department
- Pre-opening responsibilities of the new Italian Restaurant 'Salvia'
- Benchmarking, Menu Engineering and Concept Development for 'Salvia'

### In Room Dining Supervisor

The Ritz-Carlton, Hotel Arts Barcelona

Feb 2017 – Dec 2018

- Responsible for up to 25 staff in a 24/7 environment
- Responsible for hiring, training and evaluation of employees and flex workers

## SIDE EXPERIENCES

### Taskforce F&B (6 weeks)

Renaissance Vienna

Dec 2017- Jan 2018

### LANGUAGES

Mother Tongue: Dutch

Other Languages	Oral	Verbal	Written
English	C2	C2	C2
Spanish	C1	C1	C1
French	B2	B2	B2
Thai	A2	A2	N.A.

Levels A1/2: Basic user – B1/2 Independent user – C1/2 Proficient user

### OTHER SKILLS AND INTERESTS

Sports and travel  
Projects and Events  
Challenging myself with cooking