

Ahmed Aljassim

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Objective

An experienced Professional Operations Manager with over than nineteen years of experience in the entertainment, attractions, Bowling, Adventures, Amusement, Aquarium, Snow, Theme parks and family entertainment centers industry, with a track record of success in directing and monitoring strategic planning activities and events, in addition to analytical, managerial, training, technical support skills, and communication skills. Possess the ability to make critical decisions during challenges while maintaining high-level time management skills, as well as the ability to effectively handle multitasks in high-pressure situations with critical thinking and organizational skills. Seeking a stable, challenging, and rewarding position where my diverse skills and knowledge would be utilized and expanded while becoming a great asset to the employer and growing on professional and personal levels.

Core Components

Project Management	Operational Management	Strategic Planning
Performance Evaluation	Financial Analysis	Events Planning
Quality Assurance	Customer Satisfaction	Managerial Skills

Experience

Assistant Operations Manager

April 2022 - Sep 2022

Dubai Aquarium and Underwater Zoo | EMAAR Entertainment LLC | Dubai, The Dubai Mall

Manage the complex's daily operations well to ensure its seamless operation.
Encourage the front-of-house Supervisors and their teams to perform to a high standard by leading by example.
Track and evaluate employee performance for all teams that interact with customers.
Facilitate hiring, training, and onboarding of new and existing employees Make sure campaigns are successfully executed and that the proper research is done throughout these.
Oversee family entertainment projects
Manage, plane, organize, and execute family entertainment events and activates.
Comply with and support the customer service departments' financial budgets and management visits.
Drive sales across all front-of-house teams, track performance, and implement incentive schemes.
Organize and oversee the front-of-house financial operations and reporting requirements.
Work closely with other esports entertainment group departments and attractions (Finance, Marketing, Information Technology, etc.) to meet stakeholder expectations.
Oversee the efficient provision of all client services inside the facility, ensuring adherence to the company's philosophy, uniform policies, and grooming standards, among other things.
Make sure service standards are fulfilled and staff coverage is sufficient for all shifts by creating or supervising the staff schedule and roster in all customer-facing departments.
Deal with client issues that have been brought to light by daily reports, official or informal customer feedback, and implements initiatives for queue management and customer flow.
Communicate improvements for customer service delivery and satisfaction to all teams (including curatorial).
Participate actively in management meetings and successfully interact with team members.
Participate in retail and merchandising in conjunction with the Retail Manager to achieve maximum profitability and product selection.
Assist with the delivery and improvement of both public and school education programs in conjunction with the Education Manager.
Actively contributes to retail and merchandising in conjunction with the Retail Manager to deliver maximum profitability and product range.
Play a significant role in the execution of marketing campaigns, theming, and smaller project efforts that boost customer happiness and income streams.

Assistant Operations Manager

Oct 2021 - Mar 2022

Game Nation | Warehouse of Games | Dubai, DIFC, Dubai International Financial Center

- Manage the workforce at the stores, including monitoring personnel numbers and requirements, determining training needs, and regularly conducting performance evaluations.
- Help in the induction program, familiarization, and training of new employees under my direction, assure their integration into the team, and educate them on business rules and procedures.
- Maintain a year-round eye on the performance of the staff, conduct the annual performance review for the staff in a prompt and professional way, and take part in the staff assessment.
- Ensure effective floor coverage by reviewing and approving the staff duty roster.
- Examine and approve the employee vacation schedule in light of operational requirements.
- Examine and approves the staff overtime sheet.
- Support the operations manager in managing the organization's daily activities.
- Create policies and procedures for the company's personnel.
- Plan projects and make sure that tasks are completed as instructed

Family Entertainment Center Manager**Jan 2020 - Oct 2021**

Magic Planet | Majid Al Futtaim | Riyadh, Riyadh Front | Riyadh Park

- Manage the family entertainment center's daily operations and administration.
- Deliver important performance measures, including revenue, cost of revenue, operational costs, customer satisfaction, staff retention, etc.
- Take care of the presentation's general quality, upkeep, and degree of consumer satisfaction.
- Manage the center's assets in terms of cleanliness, upkeep, preventative maintenance for the rides and equipment, and the calibre of the exhibits.
- Make sure that on the very following trading day, all revenue takings are deposited in the bank.
- Create all EMBED system reports about the daily sale reporting (such as the cash reconciliation, the cashiers over/short report, and the sales turnover report).
- Review weekly cash collections from the profit-sharing machines for reconciliation, and deposit the following day with the bank.
- Manage the store's petty cash and be ready to produce reimbursement when needed.
- Control and maintain the inventory of consumables, create the monthly report on the inventory of consumables (connected documents, such as the swipe card and wristband in and out tracking sheet), and oversees the inventory process for redemption products.
- Create the monthly Income Summary report using the data from the EMBED report, and then send it to the accounting department for the required inputs to get approval.

Family Entertainment Center Manager**Mar 2019 - Dec 2019**

Saffori Land | Fun World International Co. | Al Othaim Leisure | Riyadh, Al Othaim Mall | Khurais

- Ensure that the daily stock checks are completed for the merchandisers and redemption prize counter.
- Oversee the reception of the provided redemption stock and the inspection and verification processes.
- Organize and run the family entertainment center's daily operations.
- Deliver key performance indicators, including figures for revenue, cost of sales, operational costs, customer satisfaction, staff retention, etc.
- Handle overall presentation quality, maintenance, and client happiness.
- Manage the center's assets in terms of cleanliness, upkeep, preventative maintenance for the rides and equipment, and the calibre of the exhibits.
- Maintain full responsibility for the expenses of operation
- Negotiate with and oversee outside partners required to run the centre (i.e. cleaning, security etc.)
- Ensure the team has inspirational leadership.
- Create and implement marketing and advertising campaigns for the centre.

Family Entertainment Center Manager**Apr 2016 - Mar 2019**

Toy Town | Mantech Company Ltd. | Abdullah Fouad Holding Group | Riyadh, Atyaf Mall / Pre-Opening

- Oversee the reception of the provided redemption stock and the inspection and verification processes.
- Make suggestions and actively participate in the budgeting process for the yearly shop.
- Observe the performance of the store's sales and profit margins.
- Drive pricing, operational, and marketing initiatives to boost performance.
- Track performance against goals, and set objectives to help you get there.
- Create a Capital Expenditures strategy for the specific business unit and identify any potential assets that may be needed.
- Utilize good customer service abilities to deliver a wonderful client experience.
- Reduce the likelihood of theft by implementing safe cash and other payment controls consistently across the arcade.
- Uphold the center's structure and look to business requirements.
- Help with all employee development, mentoring, and training.
- Purchase and inventory management as necessary.
- Collaborate with others to produce ideas and improve procedures.

Sales and Marketing Manager**May 2014 - Apr 2016**

Snow City | Al Othaim Leisure and Tourism Co. | Riyadh

Family Entertainment Center Manager**Nov 2009 - May 2014**

Toy Town | Mantech Company Ltd. | Abdullah Fouad Holding Group | Sahara Mall in Riyadh, Al Dhiyafa Mall | Macca, Al Waha Mall | Dammam

Family Entertainment Center Assistant Manager**Apr 2006 - Nov 2009**

Adventure World | Saudi Marketing Co. Ltd. | Dammam, Al Hufuf, Al Khafji

Sales Executive**Sept 2003 - Apr 2006**

CLARINS | National Marketing Co. For Perfume and Skin Care

Education

Diploma in English Language and Literature

2009 - 2010

The Horizon Institute for Languages

Diploma in Marketing

2008 - 2010

Institute of Industrial Technology

Courses

- **Brand Building Workshop** | Al Yamamah University | May 2017
- **Sales Mastering Course Certificate** | Mar 2011
- **Microsoft Excel 2007 Certificate** | Apr 2010
- **Supervisory Skills Course Certificate** | Nov 2009

Participation

- Certificate of participating in planning for Marketing Campaign in (MARKATHON BY MISK) the part of NEXT 2017 Power brands KAEC Festival in Jeddah | Flynas.

Projects

- **Project Team Leader** | Toy Town | Atyaf Mall, Riyadh | Family Entertainment Center Pre-opening | City Space 9,000 square meters | Number of mechanical games 9 | Number of electronic games 220.