

SÉRGIO FARIA COSTA

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EXPERIENCE

Managing Director 09/2020 - Present
Annie Sloan Europe GmbH Trier, Germany

An international interiors company, selling a globally acclaimed range of paint and decorative finishing products through retailers worldwide.

- Launched the company during the COVID-19 pandemic, demonstrating resilience and adaptability.
- Attained an average monthly revenue increase of 20% in 2022, with a substantial year-on-year growth of 148% recorded in 2023 to date.
- Expanded the B2B retailer count from 6 to 35 across 7 EU territories.
- Successfully launched 4 international e-commerce websites.

Self Employed / Owner 07/2013 - 03/2019
Atelier Autêntico Lisbon, Portugal

A provider of vintage and rustic home decor and furniture, offering design and restoration services, with both online and in-store shopping options.

- Established a physical store in Lisbon and an online presence, expanding reach to the European market.
- Supplied national businesses, including restaurants and hotels, with furniture and lighting equipment.
- Featured in a mini-documentary series on Portuguese national television in 2017.

Front Desk Manager 12/2010 - 02/2013
Hoxton Hotel London, UK

Longstanding, creative hub in Shoreditch, with 210 stylish, industrial-inspired rooms.

- Led a team of 15 staff, fostering a culture of high-level customer service delivery.
- Designed and implemented daily-use tools and procedures, mainly focused on empowering staff to swiftly handle guest complaints.
- Demonstrated effective cost management by cutting budgeted staffing costs by 6% while achieving quarterly targets consistently.

Assistant Front Desk Manager 03/2010 - 12/2010

- Supervised all hotel departments, leading a team of 50 staff during day-to-day duty management shifts.
- Revised the standard operational procedures manual for all Front Desk departments and conducted re-training.
- Coordinated appraisals, training, scheduling (rotas), and daily tasks for the night shift team.

Night Manager 08/2009 - 03/2010

- Conducted nightly audits and reconciled daily sales for food, beverage, and room sales.
- Executed a range of administrative duties and produced reports for management and other departments to utilize the following day.
- Supported the Front Desk Manager in providing training to the night shift team.

Operations Manager 06/2008 - 06/2009
Goosedale Conference & Banqueting Nottingham, UK

A premier venue in the Midlands, providing luxurious banqueting suites and facilities amidst over 100 acres of rolling countryside for a variety of special events.

- Gained hands-on experience in event management for large functions with over 500 guests.
- Supervised all aspects of health & safety, human resources, purchasing, and part of marketing activities.

SUMMARY

A dynamic, entrepreneurial leader with over 15 years of diverse experience in the hospitality and retail sectors. Proven success in establishing and growing businesses, with a strategic approach to planning and team leadership. Demonstrated ability to drive revenue growth, streamline operations, and foster high-performing teams. Multilingual with proficiency in English, Portuguese, German, and Spanish. Adept at leveraging technical skills to enhance business operations.

LANGUAGES

English	Native	●●●●●
Portuguese	Native	●●●●●
German	Intermediate	●●●●●
Spanish	Beginner	●●●●●

SKILLS

Strategic Planning ·
Business Development ·
Operations Management

TECHNICAL SKILLS

Odoo V15/V16 · MICROS · Opera ·
Google Analytics · Excel

EDUCATION

Hospitality Management

New College Nottingham
01/2006

Industrial Design

Artistic School Antonio Arroio
01/2002