

Bhakti Barretto

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Location: Dubai, UAE

Professional Summary

Accomplished and result-driven professional with over 23 years of experience in **administrative leadership, business operations, and strategic management** across multiple sectors, including **luxury hospitality, jewellery trading, and e-commerce**. Highly skilled in **team leadership, process optimization, financial management, and regulatory compliance**, with a focus on **driving organizational growth** through efficient operations and cross-functional collaboration.

Served as **Admin & Operation Manager** at **Royal Kohinoor Jewellers**, Dubai, leading key administrative functions, including **budgeting, financial reporting, staff management, compliance, and operational strategy** for Retail, wholesale and Jewellery manufacturing. Proven expertise in driving **operational efficiency, cost optimization, and risk management** while aligning business practices with corporate objectives.

Core Competencies

- **Administrative Leadership & Oversight**
- **Process Optimization & Compliance**
- **Staff Management & Training**
- **Budget Planning & Resource Allocation**
- **Operational Efficiency & Cost Control**
- **Stakeholder Management & Reporting**
- **Regulatory Compliance (UAE Laws, VAT)**
- **E-Commerce Platform Management**

Professional Experience

Admin & Operation Manager | VK Kohinoor Group DMCC, Dubai (January 2021 – Aug 2024)

Administrative and Strategic Leadership in E-commerce Operations

- Designed and developed an **e-commerce website** for gold and silver trading, collaborating with a third-party provider to integrate and secure approval for the **payment gateway**. Oversee inventory management for a pioneering online physical gold trading platform.
- Executed **customer onboarding processes** within the gold trading sector, with a strong focus on adherence to **Know Your Customer (KYC)** and **Anti-Money Laundering (AML)** regulatory requirements, ensuring comprehensive compliance and risk mitigation.
- Independently managed the **Know Your Customer (KYC) process with suppliers**, ensuring full compliance with regulatory standards and fostering secure business relationships.
- Manage daily operations, including **staffing, sales, and training**, ensuring effective implementation of **operational policies and procedures**.
- Lead **marketing campaigns** across **Google Ads, Facebook**, and other digital platforms, contributing to increased **online visibility and sales**.
- Ensure the platform meets **regulatory compliance** with respect to AML systems and **customer data protection**.
- Coordinate with key stakeholders and vendors for operational efficiency, aligning the business's objectives with its digital strategy.
- Administer **financial reporting**, ensuring that expenses and revenues are closely monitored to maintain profitability and cost-effectiveness.

Admin & Operation Manager | Royal Kohinoor Jewellers, Dubai (May 2017- Aug 2024)

Leading Administrative Functions in Operations, Compliance, and Financial Management

- Spearhead the **administrative management of jewellery manufacturing, retail and wholesale operations**, overseeing **staff recruitment, training, performance evaluations**, and daily operations.
- Lead **budget preparation**, ensuring optimal **resource allocation, cost control**, and **financial reporting**, including the preparation of **quarterly VAT returns** and coordination of **annual audits** with third-party auditors.
- Ensure **full compliance** with UAE government regulations, including renewal of **trade licenses, security system certifications(SIRA)**, and **civil defense approvals**.
- Report directly to **investors** and provide strategic recommendations for process improvement, automation, and cost-saving initiatives.
- Oversee the development of **standard operating procedures (SOPs)** to streamline operations and enhance productivity.
- Manage **key business metrics**, including **KPIs, service level agreements (SLAs)**, and **customer satisfaction (CSAT)** scores, tracking performance to ensure alignment with company goals.
- Drive **staff development** and align training programs with company standards to improve operational efficiency and service delivery.

Cluster Sales Manager | Xclusive Group of Hotels, Dubai (Dec 2012 – Apr 2017)

Administrative Oversight of Sales and Operations across Multiple Properties

- Administered **sales operations** across multiple hotel properties, overseeing the **management of customer accounts, contract renewals, and rate negotiations**.
- Developed **business plans and sales strategies** to achieve **target revenue goals**, working closely with the **operations team** to ensure operational capacity aligns with sales forecasts.
- Directed **team performance**, ensuring compliance with sales targets, customer satisfaction goals, and operational metrics.
- Administered **staff scheduling, training, and performance evaluations** to ensure consistent service standards across all properties.
- Managed **financial tracking**, including **budget allocations, cost monitoring, and profitability** for sales departments, aligning expenses with company revenue goals.

Operations & Admin In-Charge | Xclusive Group of Hotels, Dubai (Mar 2009 – Dec 2012)

Administrative Leadership in Hotel Operations

- Directed all operational functions, including **front office management**, **guest services**, and **housekeeping**, ensuring smooth day-to-day administration and guest satisfaction.
- Developed and enforced **standard operating procedures (SOPs)**, ensuring compliance with health, safety, and quality standards.
- Implemented **operational efficiencies**, streamlining processes to improve service delivery and reduce costs.
- Administered **financial reporting** and **budget management** for daily operations, ensuring that resources were allocated effectively across departments.

Front Office Shift In-Charge | ITC The Maratha Luxury Collection, Mumbai (Jan 2006 – Oct 2008)

- Managed all **front office operations**, overseeing staff scheduling, guest check-ins/outs, and ensuring compliance with **luxury service standards**.
- Administered **guest relations**, including handling special requests and ensuring guest satisfaction through effective communication.
- Developed **reporting systems** for daily operations, tracking key performance indicators (KPIs) related to guest services and hotel revenues.

Feb 2005 – Aug 2005: Al Hamra Fort Hotel & Beach Resorts, UAE as Front Office Supervisor
Jan 2004 – Feb 2005: Intercontinental Park Royal, New Delhi, India as Front Office Assistant
May 2003 – Dec 2003: The Manor Hotel, New Delhi, India as Guest Relation Executive
Aug 2000 – Apr 2003: Crowne Plaza Surya, New Delhi, India as Housekeeping Supervisor

Education & Certifications

- **Diploma in Hotel Management**, South Delhi Polytechnic, New Delhi, India (2000)
- **Graduation in Humanities**, Delhi University, New Delhi, India (2000)
- **Digital Marketing Master course from IIM India (2022)**

Technical Skills

- **Microsoft Office Suite** (Excel, Word, PowerPoint)
- **Wingold, IDS & CRS Systems**
- **E-Commerce Platforms & Payment Systems**
- **CRM Software & Operational Tools**

Languages

- **English**
- **Hindi**

Personal Details

- **Date of Birth:** 08/09/1978
- **Nationality:** Indian
- **Driving License:** UAE
- **Visa Status:** Resident Visa (UAE)

References

Available upon request.