

YASIR LATIF

Al Madinah | yasirlatif1@gmail.com | +966 56 470 9066

Professional Summary

Customer service and sales professional with over 5 years of experience in hospitality, retail, and automotive services. Proven expertise in client relationship management, front desk operations, and team leadership. Skilled in driving sales, enhancing customer experiences, and managing administrative tasks. Fluent in English, Arabic, and Urdu.

Work Experience

Executive Sales Advisor | Mr Lube, Ottawa, ON | Aug 2022 – May 2025

- Increased profitability by 60% through effective upselling and customer engagement.
- Performed vehicle maintenance services and guided customers on service needs.
- Built strong client relationships and achieved consistent sales goals.
- Trained, recruited, and mentored employees to enhance performance.
- Managed POS transactions and ensured efficient service delivery.

Reception Supervisor | Ramada by Wyndham, Ottawa, ON | Jan 2021 – Jan 2022

- Supervised front desk operations, ensuring smooth guest check-in/out.
- Increased occupancy rates during peak seasons through effective room management.
- Balanced accounts, verified billing accuracy, and monitored security protocols.
- Improved team performance with coaching and feedback sessions.

Customer Service Representative Team Lead | Bullo Wireless, Ottawa, ON | Feb 2020 – Dec 2020

- Led customer service team, resolving issues and enhancing client satisfaction.
- Managed POS transactions, contracts, and service inquiries.
- Promoted products and services while ensuring smooth operational flow.
- Trained team members on technical troubleshooting and customer support.

Front Desk Agent | Ottawa Embassy Hotel and Suites, Ottawa, ON | Jan 2019 – Jan 2020

- Delivered exceptional guest services, handling reservations and check-ins.
- Coordinated with departments to ensure seamless guest experiences.
- Assisted guests with travel arrangements and local recommendations.
- Supported sales by upselling amenities and packages.

Education

Diploma in Hotel and Restaurant Operations Management | Algonquin College, Ottawa, ON | 2018 – 2022

Skills

- Customer Service & Client Relations
- Front Desk & Hospitality Management
- Sales & Upselling Strategies
- Team Leadership & Training
- Microsoft Office & POS Systems
- Strategic Planning & Performance Analysis
- Fluent in English, Arabic, and Urdu