



Thibault BERGER

Hospitality management



28 years old
Shanghai China
✉ t.berger@montpellier-bs.com

French National

Under Q1 Visa

Passionate and dedicated to the hospitality industry, I have gained extensive experience in various roles within the field in France. I consider myself highly adaptive, collaborative, and committed to excellence. As I now seek to explore new opportunities in the luxury hotel industry in Shanghai, I am eager to contribute my skills and knowledge to the growth and success of an esteemed establishment in this vibrant city.

LANGUAGES

French
Mother language

English
Professional

Italian
Limited working

Chinese
Elementary (learning)

EXPERIENCES

Hotelier and Marketing developer

Château des Comtes de Challes - November 2021 to May 2023 - Full-time



- ▶ *Château des Comtes de Challes is a 15th-century castle-turned-hotel located in Challes-les-Eaux, France, that offers luxurious accommodations, a Gastronomic restaurant, and 7 MICE facilities.*
- ▶ **Hospitality management**
 - ▶ Proactive and friendly hotelier with excellent communication and organizational skills, dedicated to providing exceptional customer service. Adept at managing multiple tasks simultaneously, able to effectively handle inquiries, appointments, and administrative duties to contribute to the smooth operation of the organization.
 - ▶ Organized 4 wine tastings in the format of "Oenological dinner" for 80+ persons with exclusive and unpublished products with 33% of purchase.
 - ▶ Promoted hotel services and MICEs to both B2B and B2C consumers, resulting in sales of approximately 10,000€ per B2B sale and 200€ per B2C sale.
- ▶ **Marketing development**
 - ▶ Spearheaded digital marketing efforts, generating over 150 orders with total income exceeding 18,000€. Achieved a remarkable 35% increase in the average basket value and a significant 102% rise in website traffic for the e-boutique on Vinesima.
 - ▶ Conducted an in-depth audit of KPIs for marketing and newsletter strategies, analyzing 3 million sends of Vinesima and hotel communications. Utilized Proportion Test (N Outcomes) and Correlation Matrix to increase sales by 20%

Digital Marketing Development

Cinier-B Laboratoires - October 2020 to August 2021 - Apprenticeship



- ▶ *Cinier-B Laboratoires is a French company that specializes in the development and production of 100% natural and organic aromatherapy products.*
- ▶ Designed BtoB and toC websites and marketing content: Developed and implemented content strategies that resulted in a 12% increase in income.
- ▶ Improved website SEO: Increased keyword ranking by 350% by optimizing website content and structure.
- ▶ Launched campaigns on various social networks: Launched successful social media campaigns that resulted in a +60% increase in sales within one weekend.

Front desk operations

Mas de La Fouque - October 2019 to September 2020 - Apprenticeship



- ▶ *Mas de la Fouque is a luxurious boutique hotel located in the heart of the Camargue Nature Reserve, just 10 minutes' drive from Saintes-Maries-de-la-Mer.*
- ▶ Greet guests and provide them with information about the hotel and its amenities. Handle reservations and check guests in and out. Process payments and issue receipts. Answer questions and resolve guest complaints. Maintain the front desk area in a clean and organized manner.

Manager of a tourist establishment (traineeship)

Château des Comtes de Challes - January 2018 to October 2019 - Apprenticeship



- ▶ *Château des Comtes de Challes is a 15th-century castle-turned-hotel located in Challes-les-Eaux, France, that offers luxurious accommodations, a Gastronomic restaurant, and 7 MICE facilities.*
- ▶ **Hospitality management:**
 - ▶ Led the hotel reclassification process, resulting in the achievement of a coveted 3-star rating within a remarkable 3-month timeframe.
 - ▶ Oversaw payment management, collections, and bank reconciliations, ensuring smooth financial operations.
- ▶ **Marketing and Event Planning:**
 - ▶ Secured a high-value bid worth 40K€ for a prestigious MICE event.
 - ▶ Conducted successful telephone prospecting and crafted persuasive sales proposals, resulting in an average of 15k€/sale in the MICE segment across France, Belgium, and Switzerland.
 - ▶ Orchestrated annual team-building events for staff members and efficiently managed restaurant crews during groups and events.
- ▶ **Project management:**
 - ▶ Pioneered the establishment of a captivating Christmas market at a "Château Hotel." (study case)
 - ▶ Developed comprehensive plans encompassing marketing, recruitment, operations, and budgeting for the successful one-month operation.
- ▶ **Food and Beverage (F&B):**
 - ▶ Innovatively curated restaurant menus to enhance the overall dining experience.
 - ▶ Exemplified excellence in restaurant service, catering to both gastronomic and MICE-related requirements.
 - ▶ Ensured seamless preparation and operational execution of weddings, leaving a lasting impression on guests.

Marketing Assistant

Geoffroy & Fils - September 2016 to March 2017 - Apprenticeship

- ▶ *Geoffroy & Fils is a wholesale food distributor based in La Ravoire, France, that has been providing quality products to the professional foodservice industry for over 30 years.*
- ▶ Engaged with ~500 customers/month across 3 provinces of France, ensuring regular and effective communication to assess satisfaction levels and drive interest in new offerings.
- ▶ Conducted 3 captivating product demonstrations, effectively showcasing key features and expertly addressing any objections with a positive and persuasive approach.

Marine Rifleman | Operational Reserve

Marine Nationale - September 2013 to October 2015



Fusilier Marin are French Navy commandos who are trained to fight on land, at sea, and in coastal regions.

SKILLS

| | | |
|--------------------------------------|--|--|
| Hospitality & F&B | <ul style="list-style-type: none">▶ Marketing strategy▶ Finance▶ Hospitality management | <ul style="list-style-type: none">▶ Event management▶ Human resources▶ Revenue management |
| Business | <ul style="list-style-type: none">▶ Digital Marketing▶ Corporate reputation▶ Economy▶ Business Analysis | <ul style="list-style-type: none">▶ Corporate Finance▶ Revenue management▶ Geopolitics |
| Computing Office automation | <ul style="list-style-type: none">▶ Office▶ WordPress, Shopify, Prestashop▶ SEMRUSH▶ SMM Tools | <ul style="list-style-type: none">▶ Homing▶ Protel▶ AI Tools▶ Video edition (Filmora) |

COURSES

Master of Business Administration (MBA) in Hospitality Management

VATEL | SUZHOU

June 2023 to December 2024

#11 in QS WUR Ranking By Subject 2023.

Vatel, ranked 1 st in France in the Hospitality & Leisure Management

Bachelor of International Business Administration

MONTPELLIER BUSINESS SCHOOL

October 2020 to July 2021

AACSB, EQUIS, AMBA

Tourist Establishment Manager

MONTPELLIER BUSINESS SCHOOL

October 2017 to July 2020

MOOCS

2023 - Fundamentals of Sales & Marketing Management for Hospitality (Participant)

Understanding latest trends in sales management, organisation, budgeting, planning, recruiting, training of Sales Dept

2023 - Hospitality Inbound Marketing Fundamentals and practices (Participant)

Very Basics of Digital marketing (Inbound Part), Steps & methods used, Content Creation, Social Media Strategies

2023 - Customer Journey Map - Guest Experience Enhancement Tool (Participant)

How mapping customer journey helps enhance experience | key touch points in journey

INTERESTS

Travel

France, Italy, Spain, Germany, UK, China (Panjin, Beijing, Shanghai)

Music

Guitar for 7 years

Sports

- ▶ Ski (Gold star level),
- ▶ Horse riding
- ▶ Military martial system, Judo