



**Prifysgol Cymru**  
Y Drindod Dewi Sant  
**University of Wales**  
Trinity Saint David

**University of Wales Trinity Saint David (UWTSD)**

**Module Name: Employability and Career Development**

**Module code: LCLM 4005**

**Assessment Title: Component 1**

**CV and Cover letter**

**CerHE Business Skills for the Workplace**

**Submitted by:**

Louise Faulkner

**Student ID: 2521018**

**Lecturer: Zakia Jabeen**

**Submission Date: 14.10.2026**

**Louise Faulkner**

19 Salisbury Drive  
Birmingham, B46 1QH  
L28faulkner@icloud.com / 07908 628 533

Wednesday 14<sup>th</sup> October 2026

**HR**

Aloft Birmingham Eastside  
Birmingham, West Midlands

**Dear Hiring Manager,**

I am writing to express my interest in the Guest Service Manager position at Aloft Birmingham Eastside.

With over 15 years of hospitality experience, including roles as Guest Service Manager and Duty Manager, I have built a strong track record of delivering exceptional guest experiences, leading front-of-house operations, and developing high-performing teams. Having worked in busy airport and city hotel environments, I understand the importance of creating a welcoming atmosphere while maintaining operational efficiency and consistently high service standards.

Throughout my career, I have been responsible for supervising reception operations, managing guest feedback and service recovery, coordinating daily hotel activities, and supporting team development. As Guest Service Manager at Express by Holiday Inn, I managed front-office operations, staff rotas, cash handling procedures, and stock control, while also coaching colleagues as Guest Service Champion to promote outstanding customer service. More recently, as Duty Manager at Ibis Styles NEC and Birmingham Airport, I led front-of-house operations, resolved escalated guest concerns, and worked closely with multiple departments to ensure a seamless guest experience.

My commitment to service excellence has been recognised through several achievements. At Ibis Birmingham Airport, I was awarded **Employee of the Year** for my contribution during the disruption caused by the Icelandic ash cloud, supporting reception, housekeeping, restaurant, and maintenance teams while helping guests secure alternative accommodation during a challenging period. More recently, I was promoted from Sales Assistant to Sales Coordinator at SWIP Group and awarded **Employee of the Month** for delivering exceptional customer service, mentoring new colleagues, and consistently supporting team performance.

What particularly attracts me to Aloft is its modern, energetic approach to hospitality and its focus on creating unique and memorable guest experiences. My leadership style is approachable, positive, and people-focused. I enjoy motivating teams, recognising achievements, and creating an environment where both colleagues and guests feel valued. This was reflected during my time at SWIP Group, where a small gesture of appreciation towards colleagues was recognised by the company and shared on its social media channels as an example of team spirit and positive workplace culture. I believe that creating positive experiences for employees is just as important as creating memorable experiences for guests, as engaged and motivated teams are key to delivering exceptional service. This approach aligns strongly with the Aloft brand and its commitment to delivering engaging, vibrant, and welcoming guest experiences.

I am proficient in Opera PMS, FOLS, Brilliant, Xero, and Sage and have extensive experience managing guest services, operational standards, and team performance in fast-paced environments. I would welcome the opportunity to bring my experience, enthusiasm, and commitment to service excellence to Aloft Birmingham Eastside.

Thank you for considering my application. I look forward to discussing how my experience and passion for hospitality can contribute to the continued success of your team.

**Yours sincerely,**  
**Louise Faulkner**

---

# Louise Faulkner

---

📍 Water Orton, Birmingham B46 1QH, ☎ 07908 628533, ✉ L28faulkner@icloud.com

## Professional Profile

Hospitality professional with over 15 years of experience in guest service, front-office operations, and hotel leadership. Proven track record of leading teams, managing front-office operations, resolving complex guest issues, and delivering exceptional guest experiences in fast-paced hotel environments. Recognised through Employee of the Year and Employee of the Month awards for service excellence, team support, and operational performance.

## Core Skills

- ✓ Guest Service, Customer Experience & Brand Standards
- ✓ Team Leadership, Coaching & Staff Development
- ✓ Front Office Operations & Duty Management
- ✓ Complaint Resolution & Service Recovery
- ✓ Guest Loyalty & Relationship Management
- ✓ Cash Handling & Revenue Management
- ✓ Staff Scheduling & Operational Support
- ✓ Health & Safety Compliance
- ✓ Opera PMS, FOLS & Brilliant (Advanced)
- ✓ Microsoft 365, Xero & Sage

---

## Key Achievements

🏆 **Employee of the Year (2010)** - Ibis Birmingham Airport - Recognised for exceptional performance during the Icelandic ash cloud disruption, supporting multiple departments and assisting guests during a period of significant operational challenges.

🏆 **Employee of the Month (June 2024)** - SWIP Group - Awarded for outstanding customer service, professional development, and training new employees.

📈 **Promotion - Sales Assistant to Sales Coordinator** - Promoted in recognition of strong performance, reliability, and leadership potential.

---

## **Professional Experience**

### **Sales Coordinator**

#### **SWIP Group, Birmingham | 2023-2025**

- ❖ First point of contact for customer and sales enquiries.
- ❖ Coordinated communication between departments to ensure efficient order fulfilment.
- ❖ Trained and supported new employees.
- ❖ Promoted from Sales Assistant to Sales Coordinator.
- ❖ Awarded Employee of the Month for outstanding customer service and team support.

### **Duty Manager / Team Member**

#### **Ibis Styles NEC & Birmingham Airport | 2022-2023**

- ❖ Supported daily hotel operations and front-of-house management.
- ❖ Led reception, reservations, guest arrivals, and departures.
- ❖ Resolved guest concerns through effective service recovery while maintaining brand standards and guest satisfaction.
- ❖ Managed cash handling and bar operations.

### **Self-Employed Beautician / Receptionist**

#### **Sylvia Jeans Hair Salon | 2016-2022**

- ❖ Managed reception, bookings, customer enquiries, and administration.
- ❖ Maintained high standards of customer service and client care.
- ❖ Handled cash management and banking procedures.

### **Team Member**

#### **Ibis Birmingham Airport | 2009-2016**

- ❖ Delivered guest service across reception, reservations, and bar operations.
- ❖ Managed guest enquiries, complaints, and bookings.
- ❖ Awarded Employee of the Year 2010 for exceptional performance during the Icelandic ash cloud disruption.

### **Guest Service Manager**

#### **Express by Holiday Inn Castle Bromwich | 2007-2008**

- ❖ Managed reception, reservations, guest enquiries, and complaints.
  - ❖ Supervised cash handling, stock control, and staff rotas.
  - ❖ Trained and coached team members as Guest Service Champion.
  - ❖ Supported service recovery and maintained high levels of guest satisfaction.
  - ❖ Coached and mentored team members to improve service delivery, guest satisfaction, and operational performance.
-

## **Additional Experience**

### **Working Holiday Visa, Australia (2008-2009)**

Hospitality, administration, and events roles across multiple organisations.

### **Hotel Host, Thomson/Crystal (TUI), Italy (2007)**

Guest services and resort operations support.

### **Receptionist / Guest Service Associate, Express by Holiday Inn NEC (2004-2005)**

Front-of-house operations, reservations, and guest services.

### **Earlier hospitality and customer service roles (2002-2004)**

Events, retail, bar service, and administration.

---

## **Education & Qualifications**

### **University of Wales Trinity Saint David | 2026-Present**

- ❖ CertHE Business Skills for the Workplace (Level 4)

### **Hospitality Qualifications**

- ❖ Hospitality NVQ Level 3
- ❖ Hospitality NVQ Level 2
- ❖ First Aid Certificate
- ❖ Food Hygiene Certificate
- ❖ Health & Safety Certificate

### **Education**

- ❖ GNVQ Intermediate Leisure & Tourism (Merit)
- ❖ 8 GCSE's including English and Mathematics

## **Systems & Software**

| <b>System</b> | <b>Proficiency</b> | <b>System</b> | <b>Proficiency</b> |
|---------------|--------------------|---------------|--------------------|
| FOLS          | Advanced           | Microsoft 365 | Advanced           |
| Opera PMS     | Advanced           | Xero & Sage   | Intermediate       |
| Brilliant     | Advanced           |               |                    |

---

## **Interests**

Travel, fitness, and exploring different cultures. Passionate about building positive relationships, creating welcoming experiences, and fostering supportive team environments where people feel valued and motivated.

## Job Description

Figure 1,2,3,4. Guest Service Manager vacancy advertised by Aloft Birmingham Eastside (2026).

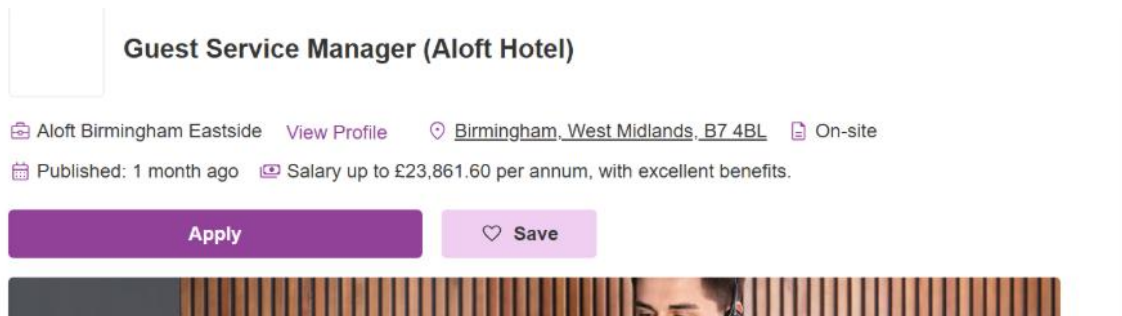


Figure 1

Aloft Hotels are designed for global travellers who love open spaces, open thinking and open expression. This is a place where travel creates possibilities, where style is necessary, connectivity keeps up with you, social scenes are vibrant, and the only direction is forward. This is Aloft Hotels.

The Eastside Rooms is a unique environment that combines the innovation of the future with Birmingham's

### **Service Manager (Aloft Hotel)**

Birmingham Eastside

App

contemporary. This is The Eastside Rooms.

Aloft Birmingham Eastside & The Eastside Rooms is a Disability Confident Employer.

#### **Who are we?**

Aimbridge Hospitality EMEA are a division of the global Aimbridge Hospitality brand. We're passionate about connecting great people to great experiences in exciting destinations, working with brands such as Hilton, IHG, Accor, Marriott and everything in between. From the rich diversity of our people and locations to our "people first" approach to business, the Aimbridge experience is like no other.

Figure 2

#### **The Day in the Life:**

As **Guest Services Manager** you'll be responsible for supporting the guest services team and ensuring that guests receive excellent service during their stay. Key responsibilities include supervising the front desk, handling guest complaints, managing reservations, and ensuring that guest rooms and common areas are clean and well-maintained, as well as ensuring exceptional guest experiences across all areas of the hotel, including the restaurant and bar. You will also responsible for training staff, enforcing guest service policies and procedures, and maintaining positive relationships with guests whilst upholding Aloft brand standards.

Most importantly as The Guest Services Manager you'll play a vital role in ensuring that guests have a first class comfortable and enjoyable stay at the hotel.

Figure 3

#### **What do we need from you?**

- Leadership skills: As Guest Services Manager you'll need to possess strong leadership skills to effectively manage and motivate the guest services team.
- First class Customer service skills: You should have excellent customer service skills to handle guest complaints and ensure guest satisfaction.
- Organisational skills: You'll be organised and have strong attention to detail to manage guest reservations and maintain a clean and organised workspace within the hotel.
- Knowledge of hotel policies and procedures: As Guest Services Manager you should have a good understanding of the hotel's policies and procedures, including room rates, check-in and check-out procedures, and available services and facilities. Ideally, you'll be familiar with common hotel computer systems and software.

Most importantly, to be successful in this role, you will be passionate about providing an exceptional guest experience and living through our brand standards

Figure 4

#### **Reference List**

Aloft Birmingham Eastside (2026) *Guest Service Manager*. Available at:  
<https://www.caterer.com/job/guest-service-manager-aloft-hotel/aloft-birmingham-eastside-job107922418> (Accessed: 14 October 2026).