

# GUILLERMO MELLA HAPPE

## COMMERCIAL - MARKETING

- Over 10 years of experience in the hospitality and service industry.
- With great experience in the management of new businesses, resource management and negotiation.
- Excellent management of interpersonal relationships, generating long-term alliances.
- Adaptable to industry changes and market trends, efficient, proactive, responsible and goal oriented.

## EDUCATION

- 2014 - 2020 **Bachelor of Marketing**  
San Francisco University of Quito
- 2006 **Bachelor of Science**  
Julio Pierregrosse School

## EXPERIENCE

March 2022 – February 2023 **STK Steakhouse – Miami Beach**  
Restaurant Server

- Maintained a 4-table section, turning over about every 1.5 hours during busy shifts.
- Worked the busy Friday night, Saturday night, and Sunday lunch shifts.
- Up-sell appetizers, specialty beverages, and desserts to increase guest check averages.
- Memorize standard menu along with specials, including entrees, sauces, desserts, and specialty drinks.
- Used deep menu knowledge to guide guests to their ideal dining experience.
- Served guests efficiently, handling busy times with ease, professionalism, and smiles.
- Ran POS, entering +100 orders per busy shift with zero errors.

August 2021 – March 2022 **SAWA – Merrick Park, Miami**  
Restaurant Server

- Assist guests in order selection by promoting specific menu items and specials.
- Respond to inquiries regarding meal preparation and service.
- Up-sell appetizers, specialty beverages, and desserts to increase guest check averages.
- Coordinate with kitchen staff to ensure timely and accurate order preparation.
- Regularly follow-up with guest tables and promptly fulfill additional request.
- Consistently achieved the highest guest check average among full-time servers through suggestive selling and dessert-to-go orders.

May 2021 – July 2021 **Clasica Victoria – Key Biscayne, Miami**  
Restaurant Server

- Communicate effectively with customers and other business departments.
- Deal with difficult situations and people in a professional manner.
- Ability to speak confidently, stay positive, and offer compelling arguments that lead to conversions.
- Display emotional skills to be able to understand another's person emotions and their point of view.
- Attracting new customers.
- Ability to listen effectively.
- Support other business departments in the analysis and report of performance.

## KNOWLEDGE


- LANGUAGES: Spanish (Native) — English (Advance 100%) — German (Basic)
- PROGRAMS: Advanced Office Utilities, CRM (Advance) SAP (Intermediate)

## ACHIEVEMENTS


- Digital launch of Hotel Balcones del Cerro.
- Generate growth in the product category (packages) of 10 p.p in the period of 2019.
- The corporate segment closed in 2019 with a growth of 15 p.p




## PERSONAL DATA

 **Date of birth:**  
30 / December / 1987

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<https://www.linkedin.com/in/guillermo-mella-happe-413a473a/>

## COMPETENCES

Results-oriented  
+10 years of customer service experience  
Negotiation skills  
Teamwork  
Analysis Capability

## REFERENCES

**Jorge Melhado**  
Sr District Manager – Auto Wax South Florida  
INC  
Phone: 954 790 7913

**Ziyad Anwar**  
General Manager – City Furniture Hollywood  
Phone: 248 361 0358

**Douglas Garcia**  
Manager - STK Steakhouse  
Phone: 725 266 3515