

Elijah Mwakilindi

Hospitality And Catering

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Veteran Hospitality/Catering Professional and Digital Marketer bringing More than 15 years of experience in field. Deadline-oriented nature focused on maximizing client results. Consistently takes ownership of day-to-day operations and special projects. Accomplishments include restructuring and launching campaigns, increasing revenue and controlling costs.

Skills

Food Cost Control and Menu Analysis
Food Safety and HACCP
Food and Beverage Operations Trainings
Digital Marketing Management
Project Management
Ms Office Application, Database and Networking
Motor Vehicle Driving With Valid License
Data Entry
Menu Engineering
Computerized Reservation Systems
Flexible and Adaptable
MS Office
Excellent Communication
Multitasking Abilities

Work History

2023-01 - Current

Culinary Arts Instructor

Njuweni Institute Of Hotel Catering And Tourism Management , Pwani , Tanzania

- Evaluated and procured hardware or software for implementing online marketing campaigns.
- Optimized shopping cart experience or website conversion rates against key performance indicators.

- Crafted optimized landing pages, consistently boosting engagement KPIs from previous year.
- Proposed online or multiple-sales-channel campaigns to marketing executives.
- Prepared and presented reports to update stakeholders about success of each strategy.
- Developed marketing packages involving web design, remarketing campaigns, key phrase packages and new media advertising campaigns to increase search engine optimization for clients.
- Measured and reported performance of digital campaigns to assess against goals, ROIs and KPIs.
- Improved advertising initiatives by executing social media and digital marketing campaigns.
- Assisted in setting up or optimizing analytics tools for tracking visitors' behaviors.
- Built relationships with bloggers and traditional media to increase positive brand awareness in community.
- Developed and implemented creative lesson plans to reach diverse student audience.
- Supervised students in kitchen lab setting to maintain safety and efficiency targets.
- Trained winning teams to participate in culinary competitions, developing student skills and confidence.
- Encouraged students to enhance recipes with personal style.
- Taught basic cooking skills during both one-on-one and group classes.
- Kept updated with developments in subject area curriculum, technical and career trends and teaching resources and methods.
- Advised students on course selection, career decisions and other academic and vocational concerns.
- Established goals for courses with organized outlines and detailed lessons.

2022-06 - Current

Mentor Teacher

Tanzania Hospitality Academy , Dar Es Salaam , Tanzania

- Implemented remedial programs for students requiring extra help.
- Maintained updated knowledge through continuing education and advanced training.
- Mentorship and Capacity Building Program for Hospitality Professional at works

2016-02 - 2022-11

Digital Content Creator

Daniellas Bridal Solutions , Dar Es Salaam , Tanzania

- Assessed data gleaned from social media activities and campaigns and made suggestions to improve effectiveness.
- Posted original content to client website, updating pages to align with current branding strategies.
- Wrote and published blog pieces on regular schedule, according to client branding and with good SEO practices.
- Coordinated with marketing team to drive messaging and promote current campaigns.

- Maintained knowledge of digital technology and social media trends, media requirements, and best practices.

2021-01 - 2021-08

Restaurant Business Consultant

Nebrela Meal Point , Dar Es Salaam , Tanzania

- Implemented strategies to take advantage of new opportunities.
- Evaluated needs of departments and delegated tasks to optimize overall production.
- Identified key objectives to re-establish long term plans to meet goals.
- Utilized document management system to organize company files, keeping up-to-date and easily accessible data.
- Maintained positive working relationship with fellow staff and management.

2016-11 - 2019-10

Operations and Food Safety Manager

Nice Catering Company , Dar Es Salaam , Tanzania

- Maintained adherence to labeling and packaging requirements.
- Solved process compliance issues with operations teams.
- Evaluated cooking and packaging processes to improve final products for consumers.
- Prepared trial samples of products for microbiological shelf-life testing and organoleptic assessment.
- Conducted quality control procedures from raw material stage to finished product.
- Implementing and Training for the Food Safety management system standards.

2013-03 - 2015-06

Production Manager

Ako Catering Ltd , Da Es Salaam , Tanzania

- Reviewed production orders, schedules, delivery dates and inventory levels to determine product availability.
- Developed and implemented significant process improvements to enhance department quality and throughput.
- Planning Catering Menus for the corporate Clients
- Provisions And Delivery of 20,000 Meals per Day to all entire operation circle.
- Planned production operations while establishing priorities and sequences for manufacturing processes.
- Prevented and resolved customer issues regarding production through planning.
- Issued work orders for repairs to plan maintenance of equipment, machinery and vehicles.
- Monitored staff training and output to meet compliance, productivity and revenue goals.
- A food safety Team member

2008-05 - 2011-02

Corporate Chef

City energy and infrastructure , Katavi , Tanzania

- Upheld highest food safety standards in kitchen and trained employees in food preparations for patrons with allergies.
- Monitored meals served for temperature and visual appeal.
- Supervised specialty dish preparation to satisfy customer requests and cater to various dietary needs.
- Delegated tasks for kitchen employees and developed staff teams to streamline food preparation procedures.
- Created recipes, incorporating various techniques, to build flavor and unique visual appeal.
- Created new menu items, managed food expenses and supervised quality to ensure adherence to standards.
- Trained kitchen workers on culinary techniques.
- Monitored kitchen area and staff to maintain overall safety and establish proper food handling techniques.
- Suggested and prepared promotional dishes according to ingredient availability and customer preferences.
- Focused on customer satisfaction, creating delicious cuisine to impress diners.
- Utilized local, fresh food products to support local economies and showcase community support.
- Managed kitchen staff team and assigned tasks for various stages of food production.
- Performed financial analysis and recommended effective methods to cut costs.

2007-01 - 2007-11

Pastry Chef Intern

Kilimanjaro Hotel Kempinsk , Dar Es Salaam , Tanzania

- Adapted measurements to meet quantity of bakery items being prepared.
- Supervised preparation and presentation of desserts for catered events.
- Placed dough in pans, molds and sheets and monitored products during baking to adjust temperature.
- Consistently maintained high levels of cleanliness, organization, storage and sanitation of food and beverage products to ensure quality.
- Combined ingredients by hand and with electric mixing equipment.
- Checked dough for proper consistency, adding more flour if needed.
- Decorated cakes, cupcakes, cookies and special occasion trays.
- Finished baked goods with glazes, icings and other toppings.
- Blended ingredients and mixed dough, following recipes.
- Measured and weighed ingredients to prepare dough for recipes.
- Cut and shaped dough for rolls, bread and various pastries.

2005-11 - 2006-12

Hospitality Instructor

GreenHill Institute , Mbeya , Tanzania

- Implemented effective classroom management techniques to provide safe, calm learning environment.
- Teaching Catering Management, Culinary Arts, Food cost and Control, Accommodations Operations etc.

- Administered standardized tests to assess progress and evaluate need for improving course materials.
- Prepared course objectives to follow school's curriculum standards established by school.
- Conducted on-the-job training classes and demonstrated principles, techniques, procedures and methods of diverse subjects.

Education

2022-04 - 2023-05	Diploma In Food Skills And Techniques <i>Alison - Ireland</i>
2023-01 - Current	Certificate In Food Safety And Hygiene: In The Catering Industry <i>Alison - Ireland</i>
	Some College (No Degree): Diploma in Hospitality And Tourism Management <i>GreenHill Institute - Mbeya Tanzania</i>
2002-05 - 2004-05	Advanced Certificate Of Secondary School Education: HGE <i>New Man High School - Kigoma</i> <ul style="list-style-type: none"> • Advance Certificate of Secondary School Education (ACSSE)
1998-01 - 2001-10	Certificate Of Secondary School Education : Arts Subjects <i>Sangu Secondary School - MBEYA</i> <ul style="list-style-type: none"> • Certificate of Secondary School Education (CSSE)
	Bachelor of Arts: Tourism And Travel Management (Postponed) <i>Open University of Tanzania - Dar Es Salaam</i>
	Bachelor of Law: LLB (Postponed) <i>Tumaini University Dar Es Salaam Campus - Dar Es Salaam</i>

Affiliations

Tanzania Chefs Association

Languages

English	<div><div></div><div></div></div>	Full Professional
Swahili	<div><div></div><div></div></div>	Native or Bilingual



Interests

- Cooking
- Traveling
- Reading
- Watching Movies