FAZLI B. YUSRI

GUEST EXPERIENCE & LUXURY HOSPITALITY

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PROFILE

Guest relations leader who set up the Guest Relations department for Tanjong Beach Club 2.0 and oversaw guest relations across Tanjong Beach Club and Fico. Led onsite and remote teams, handled sensitive guest escalations and built concierge relationships across 27 Singapore hotel properties. Earlier managed CÉ LA VI's Club Lounge, the venue's highest-grossing area, with further management experience at Leica.

PROFESSIONAL EXPERIENCE

Feb 2025 – Oct 2026

Head of Guest Relations | Tanjong Beach Club & Fico, Singapore

Founding team member, Tanjong Beach Club 2.0

· Established Tanjong Beach Club's Guest Relations department for TBC 2.0, jointly developing SOPs and operational workflows with the Assistant Manager and sharing candidate interviews and hiring decisions.

· Led onsite Guest Relations operations and directly supervised remote communications staff, reviewing daily reports, working hours and leave. Conducted weekly multichannel quality reviews using an HQ-built AI scorecard.

· Oversaw Fico Guest Relations and reservations, coordinating booking requirements, seating arrangements, guest flow and service delivery.

· Built and maintained concierge relationships across 27 Singapore hotel properties through outreach, curated invitations, in-venue hosting and post-visit follow-up.

· Managed sensitive guest escalations and incidents, prepared formal reports, and handled public review responses and appeals.

· Coordinated VIP and KOL hosting and event guest operations with Marketing, Events and Venue teams, including guestlists, live attendance updates and post-event summaries.

· Co-managed SevenRooms guest access, prepayment, reservation hold and seating rules with the Assistant Manager; led decisions on holds and capacity and administered staff access.

· Executed the technical setup and managed ongoing Aircall operations, including IVR, user accounts, line configuration, after-hours messaging, call reviews and service-review meetings.

PORTFOLIO

View selected work and guest feedback

fazliyusri-portfolio.com

PROFESSIONAL EXPERIENCE (CONTINUED)

Sep – Dec 2024
Mar – May 2026

Guest Relations, Part-time | Bae's Cocktail Bar, Singapore

· Evening front-of-house guest relations on a part-time basis: VIP hosting, reservations and complaint resolution.

Sep – Dec 2024

Client Advisor, Contract | Originals Furniture, Singapore

Held concurrently with the part-time role at Bae's Cocktail Bar

· Advised clients on luxury furniture selections, delivering a consultative, high-touch sales experience.

Career break · Jan 2024 – Aug 2024

Jul – Dec 2023

Boutique Manager | MAISON 21G, Singapore

· Managed boutique operations, team performance and client experience for a luxury fragrance house.

Jun 2021 – Jun 2023

Assistant Guest Relations Manager | CÉ LA VI, Marina Bay Sands, Singapore

· Managed the Club Lounge, the venue's highest-grossing area.

· Managed VIP service flow, peak-night operations and venue control across SkyBar, Restaurant and lobby.

Career break (COVID-19 hospitality downturn) · Jun 2020 – Jun 2021

Jun 2018 – Jun 2020

Assistant Manager, Asia Pacific | Leica Camera, Raffles Hotel, Singapore

Promoted from Sales Consultant

· Managed guest relations and client experience across the flagship boutique, Leica Gallery and Café Leitz.

· Led B2B collaborations and influencer partnerships, including monthly F&B collaborations with premium brands such as Alchemist Coffee.

· Represented Leica at Asia Pacific activations including The Macallan Masters of Photography.

CORE COMPETENCIES

· Guest Experience & Relations Management

· Team Leadership & Training

· Complaint & Escalation Management

· Concierge & Hotel Partnerships

· VIP & VVIP Hosting

· SOP Development & Service Standards

· Reservations & Seating (SevenRooms)

· B2B & Influencer Partnerships

SYSTEMS · EDUCATION & LANGUAGES

SevenRooms · Aircall · ManyChat · Meta Business Suite · AI-assisted scorecard reviews

Kaplan, Singapore

Certificate of Attendance, Communications & Relationship Management

ITE, Singapore

Nitec in Photography

English (Fluent) · Malay (Fluent)