

# RAFFELLE LAWRENCE

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## Demonstrated skills and abilities

- Advanced MS Office
- Excellent communication skills
- Exceptional customer service
- Strong time and project management skills
- Enjoy working as a part of a team as well as autonomously
- Self-motivated
- Strong initiative
- Able to lead a team
- Open minded and accepting of change
- Conversational Japanese

## Certificates / Achievements

- Lynette Bergin Tourism Grant - 2015
- RSA (Responsible Serving of Alcohol)
- First Aid - 2021
- Working with Children Check – 2021
- Police Check – 2021

## Volunteer work

- Dog Show Coordinator for the Spring Fling Festival (2013)
- Front of house at the Bendigo Visitor Information Centre (2008 - 2009)

## Education

**Bachelor of Business (Tourism and Hospitality) 2007**

La Trobe University Bendigo

Completed numerous units in tourism including event/festivals management as well as undertaking all core business units consisting of accounting, human resource management, information technology (including Microsoft Office and MYOB), marketing, law, microeconomics, macroeconomics and statistics.

\*Invited into The Golden Key International Honour Society\*

**Diploma in Hospitality 2006**

Bendigo TAFE

**Year 13 – Exchange Student for 1 year – Japan 2004**

Gamagoori Higashi Senior High School, Aichi, Japan

## Employment

Frankston City Council

Oct 2021 – Current  
Frankston

### *Senior Visitor Services Officer*

July 2022 - current

- Managing the day-to-day activities at the visitor information centre, including public and private street art tours
- Sourcing and purchasing merchandise
- Building and maintaining relationships with different council departments, suppliers and key personnel at other visitor information centres
- Tourism representative for VTIC and other visitor information centres

### *Team Leader Customer Service – Visitor Services and Face to Face*

April 2022 – June 2022

- Managing and coordinating visitor services daily operations, including street art walking tours, roving program and increasing community engagement
- Managing and supporting the face-to-face customer service team
- Staff hiring and managing direct reports, instilling high customer service
- Overseeing community halls – booking process, delivery, facilities and increased revenue
- Building and developing relationships within the customer service team as well as throughout council

### *Senior Visitor Services Officer*

January 2022 – April 2022

### *Customer Service Officer*

October – December 2021

- First point of contact for the community when contacting council
- Directing customer calls

### *Manager – Reservations, Marketing, Sales, Events The Colonial Tramcar Restaurant*

Jun 2013 – Oct 2021  
Melbourne

- Manage reservations, schedules, complaints, maintenance and staff training
- Implement, evaluate and manage all marketing campaigns including website maintenance and all social media platforms
- Oversee all tourism, corporate, private and partnered events which includes project management, planning and budgeting
- Build, implement and maintain meaningful relationships with clients, such as travel agents and tourism industry key stakeholders
- Utilise strong product knowledge to respond to client enquiries, promote services and maximise sales
- Communicate with colleagues and clients in a friendly and professional manner to deliver exceptional customer service

### *Functions Food & Beverage Team Leader*

May 2013 – Sep 2015

*Delaware North – Marvel Stadium*

*Melbourne*

- Oversaw and ran functions, which ranged from 100 – 1,500 guests
- Coordinated a team of up to 120 staff, to ensure high quality service for every function and every guest
- Liaised with clients for each function as well as building and maintaining these relationships
- Superior customer service, stock transfers, money handling and balancing the tills

## employment continued...

**Dog Show Coordinator - Volunteer**  
*Spring Fling Festival 2013*

**May 2013 – Oct 2013**  
*Melbourne*

- Planned all aspects of the Dog Show from start to finish
- Identified and approached sponsors
- Sourced donations for prizes
- Coordinated a team of volunteers on the day, organizing and directing all participants

**Social Media Team Member**  
*Social Media iNTERACTIONS*

**Apr 2012 – Nov 2013**  
*Bendigo*

- Social media marketing for various clients
- Built and maintained relationships with clients
- Kept up to date with all social media platforms (eg Facebook, Twitter, LinkedIn)
- Trained clients on social media platforms and best practices
- Gained understanding of clients' businesses to enhance their online social presence
- Designed a social media strategy in line with existing marketing

## References

Available upon request