

Himanshu Verma

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INTERNSHIP & WORK EXPERIENCE

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| Business Expansion Consultant RAMENO'Z Pizza | Aug 2025 - Present Jaipur, India |
| <ul style="list-style-type: none">Successfully aligned, negotiated with prospective partners for FOFO & FOCO models, driving approximately ₹4 Million in potential investment valueRepresented the brand at major franchise exhibitions, conducting on-site investor consultations that generated 500+ high-intent leads & expanded the networkConducted comparative market analysis and catchment area studies to present data-backed ROI projections to investors, increasing deal confidenceStreamlined the investor onboarding lifecycle from initial outreach at trade shows to final agreement signing reducing the average sales cycle | |
| Marketing Associate Intern G.D. FOODS MANUFACTURING PVT. LTD | Apr 2024 - Jun 2024 New Delhi, India |
| <ul style="list-style-type: none">Awarded a Letter of Recommendation from Senior Leadership for outstanding performance and successfully driving customer expansion initiatives.Spearheaded promotional campaigns under the CEO's office, implementing targeted offers that directly resulted in a 10% increase in sales volume.Orchestrated an INR 10 million newspaper ad campaign, collaborating cross-functionally with the Brand Manager to ensure optimal placement & brand messaging alignment.Engineered social media strategies & deployed targeted ads on Meta, driving a 30% increase in customer interactions & boosting lead generation by 15%. | |
| Reservation Associate PULLMAN AND NOVOTEL | Aug 2019 - Dec 2020 New Delhi, India |
| <ul style="list-style-type: none">Managed reservations for key corporate & travel agent accounts, optimizing the booking process to improve guest satisfaction & ensure repeat business.Developed & executed upselling strategies, high-value clients, directly achieving a 5% increase in reservation add-on sales & improving profitability.Transformed the reporting ecosystem by implementing a dynamic forecasting model, resulting in a 30% reduction in variance and guaranteeing data integrity for critical room rate decisions. | |
| GSA - Reservation CROWNE PLAZA | May 2018 - Jul 2019 New Delhi, India |
| <ul style="list-style-type: none">Capitalized on emerging market trends through rigorous data analysis, adjusting room inventories to boost bookings and increasing revenue by 4-5%Managed real-time availability and service allocation for 160 rooms, ensuring accurate inventory distribution across multiple OTA platformsCollaborated with cross-functional teams to ensure timely updates room rates & availability, maintaining 98% inventory accuracy during peak seasons | |

EDUCATION

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| MBA (Marketing and Strategy) Indian Institute of Management (IIM), Kashipur | Jun 2023 - Apr 2025 |
| B.Sc. (H.H.A) (Hospitality and Hotel Administration) Institute of Hotel Management Catering Technology and Applied Nutrition(IHM), Chennai | Jun 2018 - Feb 2019 |

PROJECTS

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| Marketing and business development THE ORGANIC TREE | May 2024 - Apr 2025 |
| <ul style="list-style-type: none">Secured the Bronze Medal for exceptional sales performance, recognizing the strategic impact of driving high-value customer & exceeding revenue targets.Strategically drove B2C subscription sign-ups, generating INR 5 Lakh in revenue, while handling customer objections, providing live product demos.Designed an event-based experiential marketing strategy, generated 95 qualified leads & converted 42 customers, achieving 45% conversion rate. | |
| POSITION OF RESPONSIBILITY | |

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| Executive Member Expedition Club, IIM Kashipur | May 2024 - Apr 2025 |
| <ul style="list-style-type: none">Managed and optimized an operating budget of INR 4 Lakh+, ensuring 0% variance and maximizing resource allocation for high-impact tripsBoosted club visibility by creating content for 900+ Instagram followers, expanding reach based on real-time social media analytics | |

CERTIFICATIONS

Digital Marketing | Google Ads | Content Marketing | Product Management| The Fundamentals of Digital Marketing

SKILLS

Business Development: •Sales Funnel Management •Lead Generation •Key Account Management •Consultative Selling •Customer Relationship Management
Market Strategy & Research: • Go-to-Market (GTM) Strategy • Competitive Market Analysis • Customer Segmentation • Pricing Strategy • Brand Position