

Himanshu Verma

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INTERNSHIP & WORK EXPERIENCE

Business Expansion Consultant Aug 2025 - Present
RAMENO'Z Pizza Jaipur, India

- Successfully aligned, negotiated with prospective partners for **FOFO & FOCO** models, driving approximately **₹4 Million** in potential investment value
- Represented the brand at major franchise exhibitions, conducting on-site investor consultations that generated **500+** high-intent leads & expanded the network
- Conducted comparative market analysis and catchment area studies to present data-backed **ROI projections** to investors, increasing deal confidence
- Streamlined the investor onboarding lifecycle from initial outreach at trade shows to final agreement signing reducing the average sales cycle

Marketing Associate Intern Apr 2024 - Jun 2024
G.D. FOODS MANUFACTURING PVT. LTD New Delhi, India

- 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 Aug 2019 - Dec 2020
PULLMAN AND NOVOTEL New Delhi, India

- 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 May 2018 - Jul 2019
CROWNE PLAZA New Delhi, India

- 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 platforms
- Collaborated with cross-functional teams to ensure timely updates room rates & availability, maintaining **98% inventory accuracy** during peak seasons

EDUCATION

MBA (Marketing and Strategy) Jun 2023 - Apr 2025
Indian Institute of Management (IIM), Kashipur

B.Sc. (H.H.A) (Hospitality and Hotel Administration) Jun 2018 - Feb 2019
Institute of Hotel Management Catering Technology and Applied Nutrition(IHM), Chennai

PROJECTS

Marketing and business development May 2024 - Apr 2025
THE ORGANIC TREE

- 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

Executive Member | Expedition Club, IIM Kashipur May 2024 - Apr 2025

- Managed and optimized an operating budget of **INR 4 Lakh+**, ensuring **0% variance** and maximizing resource allocation for high-impact trips
- Boosted 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