

## Pranali Padalkar

Dulferstraße, 27A, Munich 80933 | +49 152 594 49783  
[pranali.padalkar86@gmail.com](mailto:pranali.padalkar86@gmail.com)

Experienced marketing professional with a background in teaching Hospitality Management for over 11 years. Seeking a challenging role in marketing analytics to leverage expertise in data-driven decision-making, research, and strategic planning. Eager to contribute analytical insights, foster innovation, and drive impactful marketing campaigns to achieve business objectives.

### Professional Excellence

- ☐ **Mumbai University Selection committee approved Assistant Professor** under UGC qualification Norms.
- ☐ Have over **11 years' experience in teaching in Hospitality Management** at University level
- ☐ Implemented various methods to develop relations between the students, teaching stuffs and administrative stuffs.
- ☐ Presented **research papers** in national journals.
- ☐ **Research Guide** for students.

### Academic Chronicle

- ☐ **Marketing Analytics Bootcamp** - W.B.S. Coding School(Berlin)- Pursing
- ☐ **Post-Graduation Diploma in Advertising & Public Relation** - K.C. College of Management Studies with First Class- 70.27% in 2013
- ☐ **MMS – Marketing** - Bharati Vidyapeeth College of Research & Management Studies with First Class-68.21% in 2009, Mumbai University.
- ☐ **Bachelor of Hotel & Tourism Management Studies** - Bharati Vidyapeeth College of Hotel & Tourism Management Studies with First Class-68.56% in 2007, Mumbai University.
- ☐ **HSC in Science** – Bharati Vidyapeeth Junior College with 50% in 2004, Mumbai Board.
- ☐ **SSC** – General Education Academy School with 60.00% in 2002, Maharashtra Board.

### Personal Details

- ☐ **Date of Birth:** 2nd February 1986.
- ☐ **Marital Status:** Married
- ☐ **Passport and Visa:** German Family Reunion Visa (permitted to work in EU)
- ☐ **Languages Known:**
  - Deutsch – Appearing for B1 certification- In Progress ( A2
  - English
  - Hindi
  - Marathi
  - Kannada

## Professional Experience

**Organization: Bharati Vidyapeeth College of Hotel and Tourism Management Studies, Navi Mumbai (Affiliated to Mumbai University) - (July 2010 to December 2021)**

### Responsibilities:

Assistant Professor Room Division Management & Management.

- ☐ Creating and delivering lesson plans: Developed engaging and informative lesson plans that covered the necessary topics and skills required in the industry.
- ☐ Prepared and delivering lectures: Delivered engaging and informative lectures on a range of subjects, including Strategic Management, Organization Behaviour, Service Marketing, Entrepreneurship & New Enterprise Management, Human Resource Management, Accommodation Management and Principles of Management, Supply chain management.
- ☐ Developing and grading assignments: Created and graded assignments that assess student understanding of the material and help them to develop key skills required in the industry.
- ☐ Leading discussions: Facilitated classroom discussions and encouraged participation from students to help deepen their understanding of the material.
- ☐ Providing feedback and support: Provided students with feedback on their performance, both in terms of their academic work and in developing the skills required for success in the industry.
- ☐ Creating and administering exams: Developed and administered exams that assess student knowledge and understanding of the material covered in the course.
- ☐ Supporting student learning outside of the classroom: Provided support to students outside of class time, whether through office hours or email communication. Providing practical industry experience.
- ☐ Attended syllabus **revision meeting** held by Mumbai University.
- ☐ Appointed as an **examiner/ moderator** for the Mumbai University.
- ☐ Appointed as a **paper setter** at University Level.

### Alumni Coordinator.

- ☐ Maintaining relationships with alumni: Responsible for establishing and maintaining relationships with alumni of the college, organizing events to bring alumni together, and providing opportunities for alumni to network with one another.
- ☐ Developing programs and initiatives: Developed programs and initiatives that engaged alumni and promoted their involvement with the college, such as mentorship programs, career development opportunities, and fundraising initiatives.
- ☐ Managing communication: Managed communication with alumni, including email newsletters, social media updates, and other forms of communication.
- ☐ Collecting and analyzing data: Collected and analyzing data related to alumni engagement, such as attendance at events, participation in programs.
- ☐ Collaborating with other departments: Worked closely with other departments within the college, including development, admissions, and student affairs, to ensure that alumni engagement efforts are aligned.

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### Social Media In charge.

- ☐ Developing and implementing a social media strategy: Responsible for developing and implementing a social media strategy that aligns with the institution's overall communication and marketing goals.
- ☐ Creating content: Responsible for creating content for various social media platforms, such as Facebook, Instagram, and LinkedIn. This includes sharing news about the institution, promoting events, sharing student success stories, and highlighting industry trends and insights.
- ☐ Managing social media accounts: Responsible for managing the institution's social media accounts including posting content, monitoring engagement and comments, and responding to inquiries.
- ☐ Analyzing metrics: Track and analyze metrics related to the institution's social media presence, such as follower growth, engagement rates, and click-through rates. Used this data to adjust the social media strategy and optimize content for better performance.
- ☐ Staying up-to-date with social media trends: Kept the channels up-to-date with the latest social media trends and best practices to ensure that the institution remains relevant and engaging on social media.
- ☐ Training and educating staff: Responsible for training and educating staff members on social media best practices and how to effectively use social media to promote the institution.

### Placement and training coordinator.

- ☐ Guide and advise students on career choices and job opportunities.
- ☐ Develop and deliver training programs to help students acquire necessary skills.
- ☐ Establish and maintain relationships with potential employers.
- ☐ Administer assessments to help students identify strengths and weaknesses.
- ☐ Stay current with industry trends to ensure relevance of training programs.
- ☐ Maintain accurate records and documentation of student progress and job placement outcomes.
- ☐ Conduct campus interviews for trainings and placements.

### Sales Department In charge.

- ☐ Headed the **Sales team** in numerous festivals & theme Dinner held in college.

### Organization: Shaw Hospitality - Sales & Marketing Executive – (June'09 to Feb' 10)

#### Responsibilities:

- ☐ Develop and implement sales and marketing strategies.
- ☐ Build relationships with customers.
- ☐ Conduct market research.
- ☐ Manage budgets.
- ☐ Develop and maintain partnerships.

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### Research Publications

- “E-Commerce in Food Industry”- 28th National Conference on Commerce and Management @2020 at M.H Shroff College of Commerce
- “A Perception of Employees on HR Practices In Hotel Industry” - 28th National Conference on Commerce and Management @2020 at M.H Shroff College of Commerce
- “Study on Hospitality and Tourism Industry and its Interdependence” - National Conference on Role of Hospitality Education in the Development of Service Sector at Sahyog College of Management Studies
- “Scope & Challenges in M- Commerce in Service Industry” - National Conference on Contemporary Trends in Business Processes at Maratha Mandir's Babasaheb Gawde Institute of Management Studies
- “Demerits of molecular gastronomy and its adaptability in Indian culinary industry” - National Conference on " Innovation in Hospitality & Tourism Industry" at Ajeenkya D Y Patil University