

**Ravish Kumar Singh**  
**Email Id - ravishpgdbmsingh@gmail.com**  
**LinkedIn URL - linkedin.com/in/ravish-singh-b5a7b615/**  
**Skype Id - ravish. singh67**  
**Contact No - 9049451527/8238047092**



## PROFESSIONAL OVERVIEW

Established hospitality professional with a proven and successful track record, primarily responsible to achieve hotel's revenue and profit goals by developing and implementing revenue generation strategies. Consistent history of exceeding sales targets and driving operational efficiencies through overseeing all departments and staff on property including guest relations, kitchen, housekeeping, security, front desk and audit.

## CURRENT EMPLOYMENT

**Radisson Blu Hotel Ahmedabad**  
**Director of Sales**

**Since July 2018**

### Key Features of current Job Role

- Implementation of revenue generation strategies designed to maximize revenue and yield.
- Monitors hotel performance and forecast regularly to adjust strategies as required.
- Develops the annual hotel budget in conjunction with the executive team and in line with corporate budget instructions
- Drive WRS delivery by working with reservation services to market the hotel appropriately
- Create and implement marketing strategies to increase awareness in the local market
- Maintains a high level of awareness of hotel competitor set performance and local market opportunities
- Leverages all brand marketing support opportunities
- Review of all business opportunities to ensure profitability levels are acceptable
- Designs and proposes programs to meet customer needs and drive demand
- Develops and implements annual sales & marketing goals which are aligned with the hotel's overall revenue goal
- Implements function space allocation for group and catering bookings
- Monitors productivity and revenue goals for each department team member by tracking results
- Conducting weekly and monthly sales and "revenue optimization" meetings
- Improve customer experience by monitoring regular feedback, review management report and develop strategies to refine departmental and hotel services.
- Assisting General Manager towards achieving hotel's KPI and managing overall responsibility during his absence

## PREVIOUS EMPLOYMENT HISTORY

<b>Radisson Blu Hotel Pune</b> <b>Associate Director of Sales</b>	<b>June 2013- June 2018</b>
<b>Keys Prima Hotel Parc Estique</b> <b>Assistant Sales Manager</b>	<b>Jan 2011 - May 2013</b>

<b>The Coronet Hotel</b> <b>Sales Executive</b>	<b>Dec 2009 - Dec 2010</b>
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<b>CORE COMPETENCIES</b>
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**Management of Sales & Marketing P&L**

- Prepare an annual operating budget for Sales and Marketing
- Recommends items to be included in the capital budget and ensure adherence with the approved budget
- Monitors actual versus budgeted expenses and takes corrective action where required

**Revenue Optimization**

- Analyses the competition for each market segment, yield from each type of business and results from distribution channels
- Recommends pricing, market segment and distribution strategies
- Implements pricing controls for to maximize revenue
- Maintains accurate room rate control and availability statuses

**Branding Compliance and Employee Engagement**

- Ensuring all materials used to market the hotel in accordance with brand standards
- Implementation of all updated brand sales and marketing programs to capture 100 % hotels visibility
- Selection and recruitment of qualified candidates for designated roles and responsibilities
- Provides employees with the training and resources required to maximize engagement leading to efficient performing of their job responsibility

**Operational Acumen**

- Monitoring on quality assurance programme to represent an all-time favourable public image of the hotel
- Undertakes responsibility in line with hotel's policies and procedures to achieve the targeted QPR audit score
- Minimize safety hazards by following all safety rules and procedures

**Credit Management**

- Handling credit appraisal of customers thus facilitating the management in decision making.
- Maintaining structured financing/returns estimation.
- Developing & implementing plans to maintain outstanding as per company norms.

<b>PARTICIPATION IN PROFESSIONAL WORKSHOP</b>
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- Carlson Sales Leadership Academy: 2016
- IDEAS Rev Gen Academy: 2017
- RHG Commercial Workshop: 2020

### ACHIEVEMENTS

- Best Sales Team Asia Pacific: 2015
- The Emerging Leader: 2019

### EDUCATIONAL CREDENTIALS

Qualification	Specialization	University/Board	Grade	Year
MBS	Marketing	Pune University	First Class	2011
PGDBM	Marketing	Pune University	First Class	2009
Graduation	English	Ranchi University	Second Class	2005

### IT CREDENTIALS

- Conversant with Microsoft Word, Excel & PowerPoint
- Proficient with Opera Property Management System
- Versed with IDEAS 3G Revenue Management System

### PERSONAL DOSSIER

- Date of Birth: 31st October 1983
- Nationality: Indian
- References: Available on Request.
- Address: El Castilo, Bld II, Flat No 806 Keshnand, Wagoli, 412207