



PALLAVI SINHA

LEASING HEAD

CONTACT

- 📞 (+91) 7321965875
- 📍 Ranchi, India
- ✉️ pallavi.sanand@gmail.com
- 📅 7 Years 4 Months of experience

EDUCATION

- 2006
B.B.A/ B.M.S - Management
IBS Business School, Kolkata
Grade - 61%
- 2002
XIth
CBSE, English
Marks - 73%
- 2000
Xth
CBSE, English
Marks - 71%

KEYSKILLS

PROFILE SUMMARY

A competent professional with a demonstrated history of over 7 years of rich & extensive experience of Sales Management, Revenue Management, Catering Sales, Room Sales, Marketing, Customer Relationship Management and Hotel Operations.

An accomplished leader for charting out sales &marketing strategies followed with action plans and contributing towards enhancing business volumes & growth and achieving profitability norms in terms of revenue i.e. GOP, RGI.

A keen planner with a qualitative experience in Strategic Sales Planning & Execution, Business Development & Expansion , Channel & Territory Management ,Market& Competitor Analysis ,P&L Management / Cost Control, Revenue & Pipeline Growth , Client Management ,Business Transformation.

Strong organizer , motivator ,team player and a decisive individual with successful track record in directing from original concept through implementation to handle diverse market dynamics.

WORK EXPERIENCE

2024 -
Present

● **Leasing Head**
Pranami Estates Pvt Ltd

Responsible for managing retail leasing across all Vanilla, Anchor, and Kiosk spaces, ensuring optimal tenant mix and performance. Actively monitor and support existing retailers to enhance store performance. Strategically drive the transition of brands from a revenue share model to a minimum guarantee (MG) model. Consistently maintain an occupancy level above 95%

Key Account Development Strategic Planning Growth performance in terms of revenue i.e. GOP & RGI.
Revenue & Yield Management
Demand analysis and forecasting
Branding and marketing communications P&L Management
Strong Inter personal Skills Trainer & Mentor

Decisive Commercial Leader |Self Starter & Motivator| Sales & Marketing Champion | Strategist | Symphony with Revenue| Result Oriented | Relationship Management | Brand Specialist | Trainer & Mentor | Goal Oriented | Solution Driven | Keen learner | Sales curator

Sales & Marketing |CRM |Revenue Management | Business Development | Online |Forecasting| Interpersonal Skills | Team Management | Key Account Management | Digital Marketing Skills | Prompt Engineering

LANGUAGE

English

Hindi

Bengali

HOBBIES

Art & Craft

Cooking

Styling

EXTRA CURRICULAR ACTIVITIES

SOCIAL LINKS

https://www.linkedin.com/in/pallavisingha-97626a116?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app

2024 - 2024

Sales Manager

Accor Group of Hotels, Grand Mercure Vadodara

Managing the Room Sales division concurrently with Banquet Sales, overseeing both operational facets to ensure seamless customer experiences. As a Key Account Manager, my focus extends to Public Sector Undertakings (PSUs), Corporate clients, and Government entities. My primary objectives encompass acquiring new accounts and fostering enduring relationships to ensure retention. Additionally, I spearhead the developmental financial growth within our Food & Beverage outlets. This involves strategizing initiatives to enhance revenue streams and optimize profitability. My role hinges on leveraging market insights and innovative approaches to drive sustained business expansion across these sectors.

2022 - 2024

Sales and Marketing Manager

Radisson Blu Gorakhpur

Adept in achieving customer satisfaction, loyalty goals, financial goals as well as revenue and market share goals. Participate in the development and implementation of business strategies for the Hotel which are aligned with the brand's overall mission, vision values and strategies. Implement revenue generation strategies that support achievement of the hotel's financial goals. Monitor hotel performance and planning dynamic strategies as required. Implement revenue generation strategies designed to maximize revenue and yield. Create and implement marketing strategies which are designed to increase awareness in the local market. Maintain a high level of awareness of hotel competitor set performance and local market opportunities.

Leverage all brand marketing support opportunities and maximize productivity by ensuring that's old Business is aligned with the Hotel's revenue optimization strategies

Review all business opportunities to ensure profitability levels are acceptable

Develop and implement annual sales & marketing goals which are aligned with the hotel's overall revenue goal

Implement weekly and monthly sales and "revenue optimization" meetings

Management of Sales & Marketing P&L

Monitor actual versus budgeted expenses and take corrective action where required

Create 100% guest satisfaction by providing the YesICan! experience through performance that demonstrate the standards of genuine hospitality and exceeding guest expectations.

Seek opportunity to improve the customer experience by seeking customer feedback and reviewing management reports and develop strategies to improve department and hotel services

Provide employees with the tools, training and environment they need to deliver YesICan! service and teamwork

Adhere to the brand and hotel policies and procedures

Achievements

The Radisson Blu Gorakhpur achieved a milestone by successfully selling its premier wedding package, priced at INR 50 L, marking the highest sales for such a package in the entire history of the venue. This accomplishment not only represents the highest-ever sales for such a package in the entire history of the venue but also signifies the crossing of a remarkable INR 1 Cr in revenue.

Secured the outdoor catering contract for Varun Beverage, a notable achievement that included hosting the Chief Minister of Uttar Pradesh and top-level executives from Pepsico.

Single-handedly orchestrated and flawlessly managed the complete spectrum of weddings and MICE (Meetings, Incentives, Conferences, and Exhibitions).

bitions) throughout three consecutive quarters, demonstrating exceptional dedication and proficiency within my tenure.

Successfully secured the UP Radiology Conference for a compelling two-day event scheduled in October 2023. The remarkable reviews from both panel members and attendees underscored the outstanding success of the conference.

In addition, achieved consecutive success by securing the Ophthalmologist Residential Conference

, further enhancing the track record of delivering impactful and well-received professional gatherings.

Exceeded our projected banquet revenue forecast as the Banquet Average Per Cover (APC) witnessed a remarkable upward trajectory. Acknowledged as a Wedding Specialist, contributing significantly to the impressive growth in the banquet sector.

In my tenure of 1 year and 3 months, I was recognized as Manager of the Quarter, achieving consistent excellence. The pinnacle of this recognition came with the prestigious RHGEMMAA wards of the Year, solidifying my commitment to outstanding performance.

2020 - 2022

Coding Specialist

Whitehat jr

Demonstrating Coding skills to their platform and converting the students to paid account

Retaining High Star & high student-parent satisfaction

2009 - 2010

Area Sales Manager

HDFC Bank

Effectively managing a team of sales executives and sales managers, I have been instrumental in identifying and acquiring new markets. My responsibilities include meticulous MIS reporting, overseeing various branches across Kolkata, and spearheading efforts

in the CASA channel and High Net Worth Individual (HNI) client engagement

2007 - 2009

● **Sr. Sales Executive**

Infoedge India Limited

Championed the sales of resume packages, playing a pivotal role in establishing a branch from its inception and achieving consistent month-on-month growth. Recognized for outstanding performance with the Best Star Selling Award in Q4 07-08 and the Most Consistent Performer award for the entire financial year 07-08. Demonstrating continuous excellence, learned a well-deserved promotion from Executive to Senior Executive.

2006 - 2007

● **Sales Executive**

Bose Corporation India Pvt Ltd

oversee day-to-day operations, prioritizing customer satisfaction through effective service delivery. Specializing in Bose Solutions, I articulate the unique benefits to our niche market, ensuring tailored solutions that align with customer needs. My role extends to proficiently managing inventory control, contributing significantly to achieving organizational objectives by meeting sales targets. Acknowledged twice as the Employee of the month for exceptional contributions. Set the highest record for the number of customer appreciation emails, reflecting a commitment to delivering outstanding service.