

Bahar Roy

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Summary

With a robust background in public relations, marketing, and hospitality management, I bring a wealth of experience and a proven track record in driving brand growth, customer engagement, and operational excellence. In my current role, I lead PR initiatives, manage media relations, and oversee social media campaigns, ensuring our brand narratives resonate with diverse audiences.

Previously, I have led strategic marketing campaigns, digital marketing efforts, and successful promotional events, enhancing brand visibility and customer loyalty. My promotion to a managerial position saw me spearheading product and brand launches, optimizing customer funnels, and managing comprehensive market research and vendor relationships. I played a crucial role in launching new outlets and driving their market success. In my early career, I honed my skills in sales and marketing by developing and implementing effective sales strategies.

Supporting sales teams in achieving targets and ensuring exceptional customer service was a key part of my role. My experience in food and beverage management provided me with a deep understanding of operations, quality control, and event management. Starting my career with comprehensive training in hotel operations, I gained insights into the intricacies of the hospitality industry by rotating through various departments.

My diverse experiences have equipped me with exceptional skills in strategic planning, brand positioning, market research, and customer relationship management. I am passionate about storytelling and leveraging marketing strategies to drive business growth and enhance brand presence.

Experience

ASSISTANT PUBLIC RELATIONS MANAGER | 12/2022 – 11/2024

The Park Hyderabad

- Coordinated with head office PR for effective media visibility
- Direct activities of external PR and digital marketing partners
- Create engaging content plans
- Coordinated comprehensive campaigns using both print and digital assets
- Spearheaded vendor communication efforts
- Organized multiple pop-up events over the years
- Compose press releases and portfolios promptly.

MARKETING MANAGER | 08/2022 - 12/2022

URU Brew Park

Led strategic marketing initiatives to drive brand growth and customer engagement. Managed digital marketing efforts, executed successful promotional events, and crafted compelling content. Utilized market analysis and social media management to enhance brand visibility and foster customer loyalty. Developed innovative campaigns that increased footfall and boosted sales, contributing to URU Brew Park's strong market presence. Passionate about leveraging marketing strategies to tell the brand's story and achieve business objectives.

ASSISTANT MANAGER | 07/2021 - 08/2022

Ironhill India & Prost - Hyderabad

- Product & Brand launches
- Oversaw both external and internal communication strategies
- Enhanced market visibility through targeted branding initiatives
- Menu Detailing & uploading on portals (AXLR Data)
- Administration requirements (Internal & External)
- Launched outlets- Ironhill Rajahmundry, Ironhill Nellore, Prost, Arriba

MANAGEMENT TRAINEE SALES MARKETING | 06/2017 - 02/2018

Radisson Hyderabad, Hitch City

As a Management Trainee in Sales and Marketing at Radisson, I gained hands-on experience in developing and implementing effective sales strategies. I assisted in market research and analysis to identify new business opportunities and target markets. My role involved supporting the sales team in lead generation, customer relationship management, and executing promotional campaigns. I collaborated with the marketing team to create engaging content and manage social media channels, enhancing brand awareness. Additionally, I played a key role in organizing events and coordinating with various departments to ensure seamless operations. This experience provided me with a solid foundation in sales and marketing within the hospitality industry.

SALES COORDINATOR | 12/2016 - 07/2017

Hyderabad Marriott & Convention Center

In my role as a Sales Coordinator at Marriott, I supported the sales team in achieving their targets by managing administrative tasks, coordinating sales activities, and maintaining customer relationships. I was responsible for preparing sales reports, tracking sales performance, and assisting in the development of sales strategies. I coordinated with various departments to ensure the smooth execution of events and meetings. My role involved responding to customer inquiries, processing reservations, and providing exceptional customer service to enhance guest satisfaction. This experience honed my organizational, communication, and sales skills within the hospitality industry.

FOOD AND BEVERAGE MANAGEMENT TRAINEE | 06/2016 - 11/2016

Avasa

As a Food and Beverage Management Trainee at GreenPark Hotels and Resorts Limited, I gained comprehensive experience in the hospitality industry. I assisted in the daily operations of the food and beverage department, ensuring high standards of service and customer satisfaction. My responsibilities included supervising staff, managing inventory, and coordinating with suppliers. I supported menu planning, food presentation, and quality control to enhance the dining experience. Additionally, I helped organize events and implemented strategies to improve operational efficiency. This role provided me with valuable insights into the intricacies of food and beverage management and honed my leadership and organizational skills.

INDUSTRIAL TRAINING | 06/2014 - 11/2014

ITC Gardenia

As a Trainee at ITC Royal Gardenia, I gained hands-on experience in various aspects of hotel operations. I rotated through different departments, including front office, housekeeping, food and beverage, and guest services, to understand the comprehensive workings of a luxury hotel. My responsibilities included assisting with daily operations, ensuring guest satisfaction, and supporting the team in delivering exceptional service. I learned about quality standards, operational procedures, and customer relationship management. This training program provided me with a well-rounded foundation in the hospitality industry and developed my skills in teamwork, problem-solving, and effective communication.

Skills

- Marketing
- Business Development
- Social Media
- Administrative (Internal & External)
- Public Relations
- Managing & Mentoring
- Event Management
- Press Coverage
- Vendor Management
- External Agencies

Websites, Portfolios and Profiles

www.linkedin.com/in/baharroy

Education

O.P. Jindal Global University (JGU) - MBA - Master of Business Administration

Sales & Marketing, 01/2020

Sciences Po - Paris | Paris

Summer School: Politics, international studies, and social science, 01/2019

Institute of Advanced Management - Diploma degree

Hospitality and Tourism Management, 08/2016

Edinburgh Napier University - Bachelor's Degree

Hospitality Administration/Management, 01/2016

Calcutta International School - Secondary School

Humanities Studies, 01/2012

Languages

