



# Shubham Makwe

Sales And Marketing Manager at  
CoHo (Bangalore)

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## Work experience

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### Sales and Marketing Manager

may 2019 - present

CoHo Coliving

- Achieving growth and hitting sales targets by successfully managing the sales team
- Designing and implementing a strategic sales plan that expands company's customer base and ensure it's strong presence
- Negotiation for the individual and B2B deals and Acquisition of new properties.
- Forecast all requirements and commodities with operation team, and Collateral etc. and get it done to run smooth operations.
- Special focus for the properties doing weak in sales and analysis of de-growth and low performance and sort it accordingly.
- Managing recruiting, objectives setting, and performance monitoring of sales representatives, Drive training sessions and motivate team to boost performance for individuals.
- Achieved highest NPS score in the region by creating maximum satisfied existing customers.

### Corporate Relations

Jan 2018 - April 2019

Indira Group Of Institute

- To create the presence of IGI Group in front of corporate industries. This involves interacting with various industries and building relations with Various Industries.
- Getting the support of industries for sponsored projects, Internship and placement opportunities. Review and monitor them on an ongoing basis.
- Initiate skill development programs for enhancing the relation with the industries.
- Take care of the corporate events of the institute and handle the placement season for the institute with various companies to get 600+ students placed.
- Career and personal counselling for students facing placement related issue with management or with the corporate.
- Apply the suitable and effective corrective action to improve the industry bonding

### Customer Relation Executive

April 2015 - October 2016

Marriott Hotels And Resorts

- Awarded Employee of the Quarter twice.
- Up-selling of the services for better customer experiences and generating revenue on target basis.
- All General Cashier, Auditory and operational functions of the Guest Relation
- Reservation handling and Client acquisition for repeat business.
- Website Rates Consideration and involvement in periodic Business acquirement decision.
- Working very close to sales team for closure of deals with profitable rates and offerings
- Leading the team of front office operations to ensure smooth operations.

### Front office Associate

Sept 2013 - Dec 2014

Hyatt Hotels Corporation, (Hyatt Raipur)

- Upselling of rooms and other hotel services on target basis to the
- Handling front end operations of the hotel in shift hours .
- Itinerary of the guests arrivals and room allocation according to their preferences
- Creating wow moments for the guests and ensures repeat business.
- Taking special care of the corporate accounts and ensure proper billings and smooth cashier operations.

- Maintain Customer Loyalty and also to enroll new customers in the loyalty program by self driven targets
- Completed internal training program for PMS opera, com and Scala (operations and inventory management software) conducted by specialist from Hyatt International Chicago.
  - Achieved customer satisfaction target for every month which is above 85%.

## Education

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### PGDM (Marketing)

June 2017 - May 2019

Indira School Of Business Studies

- Marked 5.5 CGPA out of 6 over all.
- Placement Coordinator for the Institute, Generated leads and coordinated over all campus drive for he institutes .
- Completed undergoing a 250-hour comprehensive **performance-based Leadership Development Program** by **Stratecent Consulting**, and have acquired the following skills:
  - Negotiation Skills , SPIN Selling, Systems Thinking
  - Digital Marketing Tools
  - Problem Solving Skills Strategy System thinking

### BHM (Hospitality And Hotel Administration)

July 2010 - June 2013

Institute of Hotel Management Bhopal

- Hotel Administration and skilled training in all core departments.
- Special training in front office for guest relations and operations.
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## Skills

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### Adaptability



To adapt the changes in work and surrounding and perform best accordingly

### Decision Making



Practical and Critical Thinking

### Team and People Management



Effective Motivation for leading take responsibility and Team Player

### Sales and Negotiation



B2B and B2C costumer and situation Handling

### IT skills



Microsoft Office Advanced Excel, MS office

## Hobbies and Achievements

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- Played junior national level fencing representing
- Blog writing for travel industry about the reviewing and assisting readers with the best experience of the hotels at best
- Worked for an NGO called Jan Ekagrata Sanstha, works for child education and women empowerment.

Which is now working in support of Nabard

- Scored **7.5 bands** in International English Language Testing System (IELTS)
- Participated in various sports event in Graduation College.

## Strenghts

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- **Keeping Values and Ethics on first.**
- Communication and Convincing Skills
- Self-Disciplined, Punctual
- Highly Diligent and Committed
- Team Player and Efficient Team Management
- Working efficiently in high pressure