



WORK EXPERIENCE

General Manager

Youngistan Hospitality

08/2019 – 05/2020

Sikar, Rajasthan

Achievements/Tasks

- Operate a hotel with 12 rooms and restaurant.
- Planning and implementing various measures to make property stand out differently from other hotels in the city.
- Partnered with hotels in the city to help them with their operations related to online marketing and OTA management.
- Training hotel staff to provide best in class services to the guests and the customers.
- Planning and organising events and functions as per the customer requirements like corporates parties, weddings etc.
- Providing photography and cinematography services.

Business Development Manager

OYO Rooms (Oravels Stays Pvt. Ltd.)

05/2018 – 07/2019

Mumbai

OYO Rooms is one of the largest and fastest-growing hospitality chains of leased and franchised hotels, homes and living spaces in India.

Achievements/Tasks

- Strategized, launch, and scaled up business by 500% in Nashik and Rajasthan market.
- Build and lead a strong team of Hotel Managers, AGM which gives 100% client engagement also help to reduce guest escalation to 3% from 7%.
- Launch and developed new markets Igatpuri, Sri Ganganagar, Hanumangarh, Sikar and Jhunjhunu.
- Built a strong pipeline of 700+ SRN by Lead generation and identifying key properties that can be acquired to do business with OYO.
- Liaise with key stakeholders- Property Owners, Transformation, and Operation team, across all stages from lead generation to the property going live.
- Resolve issues arising between Property Owners, Transformation Team & Operations Team.
- Ensured 0 churn throughout my tenure in OYO by maintaining relationship with the owners and providing them with solutions to their issues in timely manner.
- Ensuring that the overall take rate of the city remains at the average of 24% against the target take rate of 20%.
- Work closely with the revenue management team to ensure that both OYO and the hotel partner earns significant amount of revenue throughout the year. By this ensured highest revenue in Nashik amongst all the cities under the expansion team.

SKILLS

Entrepreneurship



Business Planning



Negotiation



Solution Selling



Team Lead



B2B Sales



Google Analytics



Strategic Planning



B2C Sales



Retail Sales



Account Management



Client Acquisition



EDUCATION

PGDM - Marketing

ITM Business School

06/2013 – 06/2015

Navi Mumbai

BBA - Marketing

University of Pune

06/2010 – 06/2013

Nashik

ACHIEVEMENTS

Pillar of Strength (07/2017 – 07/2017)

Top BSM across country

Champion of the month (08/2017 – 08/2017)

Highest sales by any BSM in Mumbai region

Pillar of Strength (10/2017 – 10/2017)

Top BSM in country

Employee of the month (04/2012 – 04/2012)

Best performer across company and efforts put in for cross-functional operations

WORK EXPERIENCE

Branch Sales Manager IndiaMART InterMESH Ltd

04/2017 – 12/2017

Nashik, India

Online Marketplace Company

Achievements/Tasks

- Built, train and handled a team of 15 executives.
- Acquiring and on-boarding quality sellers on the Indiamart platform with the team and ensuring leakage percentage kept below 8% throughout.
- Ensured 0 attrition throughout the tenure with the company.
- Assessed employee performance and developed improvement plans as required for the individual.
- Boost branch sales by developing and deepening customer loyalty and references and motivated sales team by implementing various branch level incentive programs.

Territory Sales Manager Practo Technologies Pvt Ltd

07/2015 – 02/2017

Nashik

Healthcare Company

Achievements/Tasks

- Launched Nashik city for the company by introducing products of the company to both doctors and patients.
- Selling and implementation of the practice management solution at clinics and nursing homes and digitising them.
- Collaborated with cross-functional teams for product development keeping in mind the suggestions and requirements of the doctors as per specialities.
- Coached and monitored team of 5 sales officers in product selling and account management and ensuring high customer satisfaction.
- Devising strategies of smoothly implement the software solutions by training doctors as well as staff to easily use the software to manage day-to-day clinic/hospital activities.

Business Development Executive Marvel Industries Ltd

12/2011 – 01/2013

Nashik

Manufacturers of woven sacks, roof underlayments and FIBC bags

Achievements/Tasks

- Participate in industry organisations and trade shows to gather competitive and product intelligence.
- Managing vendors to ensure required raw materials and other products required in manufacturing is available from time to time.
- Generating orders from local clients as per their product specifications.
- Manage and supervise team of 3 sales executives.

CONFERENCES & COURSES

Fundamentals of digital marketing (06/2020 – Present)

Online course by Google.com

INTERESTS



Photography



Cinematography



Travelling



Reading