

RISHI SINGH PARIHAR

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[Portfolio Website](#) | [GitHub Profile](#) | [LinkedIn Profile](#)

Summary

Driven business professional with a bachelor's degree in Business Administration (Information Technology), currently working as a Distribution & Operations Executive. Experienced in managing US hotels operational sales processes, lead pipelines, CRM updates, and RFP workflows with accuracy and efficiency. Strongly interested in using technology and AI to automate workflows, reduce manual effort, and build smarter business systems.

Education

Lovely Professional University Aug 2021 – July 2024
Bachelors of Business Administration – (Information Technology) **CGPA: 6.84/10**

Shri Ganesh Senior Secondary School May 2019 – July 2020
Higher Secondary Education – (CBSE) **Percentage: 61.26/100**

Work Experience

Atica Global

Distribution & Operations Executive Oct 2024 – Present

- First team member to identify and implement Hilton LNR rate code creation process, generating 15+ LNRs and streamlining operational workflows across multiple hotel brands.
- Contributed to generating \$650,000+ revenue from portfolio properties through timely RFP submissions and systematic lead management, maintaining 4-hour average TAT across 25+ properties simultaneously.
- Maintained zero escalations across sensitive high-volume properties while innovating solutions for complex PMS systems including Wyndham Opera Cloud, Hilton, and Marriott Hotels.
- Mined 3,500+ leads and created 50+ group blocks with high accuracy and accountability, currently involved in Instay lead integration project involving CRM automation and data migration.
- Currently leading a team of 3 as Pod Leader and achieved 75% TAT improvement from 18 hours to 4 hours through efficient process building and team mentoring.

Sales and Operations Intern July 2024 – Sep 2024

- Successfully mined over 2,000+ high-quality leads using Google, Metabase, and ZoomInfo, significantly contributing to sales pipeline growth.
 - Efficiently uploaded and managed leads on CRM platforms, including LeadSquared and Lemlist, ensuring data accuracy and accessibility.
 - Managed the end-to-end operational workflow for 6 hotels, overseeing major RFP channels and timely submission of proposals.
 - Created and managed group blocks on PMS for major hotel brands like Choice, Wyndham, IHG, Sonesta, and Hilton.
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Skills

Technical Skills: Python, SQL, Tableau, MS EXCEL & WORD, Google Workspace, Metabase, Leadsquare, Salesforce

Language Skills: English (Fluent), Hindi (Native)

Practice Projects

- [Tableau Visualization – Netflix Dashboard](#) May 2024
 - [SQL Data Exploration - PizzaHut Sales](#) May 2024
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Position of Responsibility

- As a Pod Leader managing a 3-member team, driving performance improvements, and reducing average TAT by up to 75% across team members.
- Responsible for overseeing high-priority hotel portfolios and internal sales mining operations with zero escalations and 100% on time task closure rate.