

Ruchika Gupta Jaiswal

Hospitality Professional

(+63)998 84 33588– ruchika2010@gmail.com

A result oriented professional with a comprehensive experience in Hospitality Industry-Sales and Marketing & Front Office Operations with an entrepreneurial bent of mind.

Easy Biz Travels

**New Delhi /
Philippines**

**July 2011– June
2013**

DIRECTOR-OPERATIONS

Managing Corporate and leisure travel for domestic & international travelers. Responsible for business expansion in the India-targeting Outbound travel. Have started this business with an initial capital investment of \$10000 and scaled it up to over \$100000. The role evolved from business acquisition to executions, including but not limited to Business Proposals, deal agreements and post-sale services like – MICE requirement for corporates, need vs. product match and follow ups till the event / stay

**Shangri-La's Eros
Hotel,**

New Delhi

**March 2010– Dec
2010**

SALESMANAGER

Sales responsibilities for NCR Delhi territory for all the major key accounts. The role involved Target based business development through direct interaction with potential clients in the corporate sector, Developing and sustaining key accounts. The role also offered significant exposure to the Global Contract sign offs by leveraging the strategic relationship building over the period of time.

The Lalit

New Delhi

**Sep 2009– Feb
2010**

SALES MANAGER

Sales responsibilities by monitoring existing businesses and inputs into sales strategy to maximize the business, having close watch on the competition offerings and strengthening the product portfolio for better positioning. The role also included working with Head of Sales in preparation and management of department's budget, Team handling, and assisting team members in developing and maintaining regular pattern of sales calls, meetings with principals of target market.

**Intercontinental
Eros,**

New Delhi

**Oct 2007– Aug
2009**

ASSISTANT MANAGER-SALES

Sales responsibilities of accommodation and catering facilities. Leveraging the hotels key propositions to the target market / key accounts and was responsible to the growth of those accounts. End to End account management through account mapping & client servicing. Responsibilities also included monthly reports and analysis around Decline Reports, Activity reports to improve the sales conversions. This assignment has a great deal of exposure to the corporate events and business promotional events.

Sep 2006-Oct 2007

SALES EXECUTIVE

Responsible for the Sales for certain key accounts in the NCR. A target based monthly budget compliance and account additions being the key responsibilities.

Taj Mahal Hotel
New Delhi, India

Sep 2005– Sep
2006

SALES COORDINATOR-COMMERCIAL SALES

Coordinator to the sales team for end to end support: - field coordination, lead generation via email and cold calling campaigns. This role also included assisting the field team with day to day needs on rates, confirmation, cancellations etc.

The role also included Rate letter & Contracts creation & dissemination, Provide pricelists, revision in prices & details of schemes to clients, Lead handling, query handling & booking for clients.

ITC Hotel Maurya
Sheraton & Towers
New Delhi, India

June 2004– Aug
2005

GUEST SERVICE ASSOCIATE

Front of the house operations for the hotel. The roles included day to day operational responsibilities for the guest services- including but not limited to – check-in / check-out, inventory reporting, Group booking handling etc.

CERTIFICATIONS

Strategic Sales Training – Intercontinental Hotels Group

Executive Development Program- Intercontinental Hotels Group

Integrated Business Plan Training- Intercontinental Hotels Group

EDUCATION

Post Graduate Diploma in Business Administration from Symbiosis Centre for Distance Learning (2006-08)

Post Graduate Diploma in Marketing Management from Institute of Management Technology, Ghaziabad (2004-05)

Institute of Hotel
Management
Catering and
Nutrition, Lucknow
2001 – 2004

BACHELOR OF SCIENCE (HOSPITALITY MANAGEMENT)