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| **Jatin Chaudhary** | E-Mail: **jtnchaudhary89@gmail.com|**Mobile: **+91-9971448701**  Present Address: **House no. 37 Sector 15, Vasundhara, Ghaziabad -201012** |

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| **~ DYNAMIC CAREER REFLECTING 3 YEARS OF PIONEERING EXPERIENCE ~**  **Social Media Marketing**  **Community Management**  **Sales & Marketing**   * **Effectively managing Social Media accounts and maintaining online presence as per company guidelines.** * **Excellent interpersonal, communication, team building & customer relationship management skills with ability to relate to people at all levels in the organisation** |

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| **CAREER CONTOUR** |

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| **‘Social Media Marketing Executive’** | *Dec’15 – till date : The Leela Ambience Convention Hotel*  ***(Aman Hospitality)****, New Delhi, India* |

**Accountabilities:**

* Develop and manage social media marketing campaigns, effectively driving brand awareness, engagement and traffic to social media pages.
* Achieve a strong, visible social media presence and develop concepts with viral potential.
* Assess social media marketing strategies to determine ROI. Identify and tap into new channels to optimize ROI
* Effective coordination with other departments to ensure that all the promotions, packages are updated on Social media.
* Focus on creating a loyal fan base and user generated content.
* Coordinating with different online channels (Zomato, Venue Look etc.) to promote the products and services.
* Coordinating with the different agencies (Printer, Graphic) to ensure smooth flow of work.

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| **‘Social Media Marketing Executive’** | *Mar’15 – Dec’15 : Kempinski Ambience Hotel*  ***(Aman Hospitality)****, New Delhi, India* |

**Accountabilities:**

* Develop and manage social media marketing campaigns, effectively driving brand awareness, engagement and traffic to social media pages.
* Achieve a strong, visible social media presence and develop concepts with viral potential.
* Assess social media marketing strategies to determine ROI. Identify and tap into new channels to optimize ROI
* Effective coordination with other departments to ensure that all the promotions, packages are updated on Social media.
* Focus on creating a loyal fan base and user generated content.
* Coordinating with different online channels (Zomato, Venue Look etc.) to promote the products and services.
* Coordinating with the different agencies (Printer, Graphic) to ensure smooth flow of work.

**Highlights:**

* **SM Channels Handled:** Facebook, Twitter and Instagram.
* Significantly increased Likes, followers and engagement on the social media channels.
* Effectively managed to run different contest on social media channels to increase engagement.

**Links to pages:**

**[](https://twitter.com/KempinskiDelhi) [](https://www.instagram.com/kempinskidelhi/)**

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| **‘Sales Coordinator’** | *Mar’14 – Dec’14 : Radisson Blu Resort , Sharjah, UAE* |

**Accountabilities:**

* To manage all incoming sales queries effectively.
* Efficiently maintain and develop existing & new customer database.
* Arranging and doing FAM trips for different tour operators.
* Updating and maintain all social media sites (Facebook, Twitter, LinkedIn) on regular basis.
* Effectively responding to guest reviews on different channels (Trip Advisor, Holiday check) timely.
* To assist sales & marketing team in day to day operations and maintaining all records (Group Information sheets, FAM trips etc.) efficiently.

**Highlights:**

* Nominated for the Employee of the month 6 months after joining.
* Handled International groups efficiently ( Pakistan, New Zealand, Australia International Cricket teams and LA lifestyle group)

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| **‘Sales Coordinator’** | *Jun’12 – Jun’13 : Mosaic Hotel , Noida, India* |

**Accountabilities:**

* To manage all incoming sales queries effectively.
* Efficiently maintain and develop existing & new customer database.
* Arranging and doing FAM trips for different tour operators.
* Updating and maintain all social media sites (Facebook, Twitter, LinkedIn) on regular basis.
* Effectively responding to guest reviews on different channels (Trip Advisor, Holiday check) timely.
* To assist sales & marketing team in day to day operations and maintaining all records (Group Information sheets, FAM trips etc.) efficiently.

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| **‘Guest Service Associate’** | *Dec’11 – May’12 : Clarion Collection, New Delhi, India* |

**Accountabilities:**

* To manage Check-ins and Check-outs of guest in efficient and professional manner.
* Responsible for Upselling and handling guest complaints.
* Performing day to day front office operations effectively.

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| **‘Internship’** | *June’09 – Nov’09 : ITC Fortune Inn Grazia, Noida, India* |

**Accountabilities:**

* 06 Months Industrial Trainee.
* Undergone training in all four core departments ( Front Office, Housekeeping, F&B Service and F&B Production)

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| **EDUCATIONAL QUALIFICATIONS** |

* **Advance Digital Marketing certification** from Delhi School of Internet Marketing (DSIM) in 2015
* **Bachelors of science in Hotel Management** from, Amity University Noida (2008 – 2011)
* **International Diploma in Aviation, Hospitality and Travel Management** from Frankfinn (2007 – 2008)
* **Languages:** English and Hindi

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| **Computer Skills** |

* Social Media (Facebook, Twitter, Instagram, YouTube, LinkedIn, Trip Advisor…)
* Photo and Video Editing ( Adobe Photoshop, IMovie Maker : Basic)
* MS office
* Word press (Basic)

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| **About Me** |

Hi, I am a certified Social Media professional with a vast experience in Hotel Operations and Sales & Marketing. My career started as a GSA in Front office and gradually I moved to Sales and marketing with expertise in **Social Media Marketing**.

When not at work, I love to explore new destinations, watch a movie or sit back & play a computer game.

Date of Birth : **04th November 1989**

Father’s Name : **Mr. Ramesh Chaudhary**

Hobbies : **Travelling, Watching Movies, Playing Cricket and Computer games**

Nationality : **Indian**

Contact No : **+91-9971448701**

**Get Social with me at:**

**[](https://www.facebook.com/jatin.chaudhary.526) [](https://twitter.com/jtnchaudhary) [](https://www.linkedin.com/in/jatin-chaudhary-43626823) [](https://www.instagram.com/jtinstaram/)**

**\*References available upon request.**

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| **Declaration** |

**I hereby declare that all the above mentioned statements are true to the best of my knowledge.**