**CURRICULUM VITAE**

NAME ANURAG BAJAJ MARITAL STATUS MARRIED DATE OF BIRTH 24TH DECEMBER 1972 PERMANENT ADDRESS 861, Sector –A, Pocket – C, Vasant Kunj. New Delhi 110070 PRESENT ADDRESS Flat 61, Building 204, Road 22, Area 324

Al Juffair, Manama

Kingdom of Bahrain E- Mail Address anuragbajaj@gmail.com Telephone number +973 39993408 ( Mobile ) +973 17740123 ( Residence ) **PROFESSIONAL EXPERIENCE*Strategic Hospitality Services, Bahrain***

**Founder & Director ( November 2017 onwards )**

An entrepreneurial venture to build a Hotel Consulting Agency that works with Hotels and Restaurants to help them boost their Online Business through Digital Marketing, Content Management, Branding, Competition Mapping, Online Review Management, Social Media Management and Revenue Management.

Core Activities :

Have worked with Several Independent Hotels and Local Hotel Chains to optimize their online business. This is done through :

* Website Optimisation – Ensuring the website platform, layout and design is always in sync with Brand standards and latest trends.
* Search Engine Optimisation – To Ensure content and layout is SEO friendly and google and Bing searches and their algorithm is well understood and in all related searches the results are on high page one.
* Search Engine Marketing – Detailed research on keywords and google analytics to understand most efficient and economic keywords with highest conversion ratio to get bigger bang for the buck.
* User Experience – To ensure surfing and Booking experience is as close to OTA experience and benchmark best in class and stay in tune with changing trends.
* Secure Transactions – Data Security is the most key element of any e commerce transaction – To use most secure platforms and tools to ensure data privacy and secure transactions at all stages.
* Conversion Ratio – To ensure the traffic building exercise is successful and conversion ratio is ever increasing with a keen eye on purchase funnel.
* Technology – Monitor and add technology at each step of the purchase cycle to build confidence and inspire the booker.
* Visibility – To ensure brand is visible across platforms and represents brand standards and values. Searches, related platforms, listings, social media, blogs, youtube channels.
* Content Strategy – Build a strong strategy in sync with Brand Values and target audience per product.
* Pricing Strategy – Have a clear pricing strategy per segment leading to business goal.
* Promotion Plan – Build a Promotion calendar with defined fencing to act as a guideline for all seasons.
* Channel specific tactical promotions – Develop deep bonds with segments that have high potential and contract short term channel specific promotions.
* Data – Collect, Harmonise, Analyse, Summarise Data.

**Success Stories** :

* 5 Star City Hotel – growth in revpar of 13% Per Annum.
* 5 Star Resort – successful launch and in 12 months established as Countries leading Revpar resort.
* 5 Star Service Apartments – Successful Launch and City Leader in STR till date.
* F & B – Created successful brands with launch campaigns and promotion plans that created traction and recognized and received awards for best in class.

***Elite Hospitality Group, Manama – Kingdom of Bahrain.***

**General Manager eCommerce, Revenue & Marketing ( Feb 2016 till October 2017)**

Founding General Manager for the e Commerce department and setting up of online sales, Online Reputation Management, e Marketing activities and pricing and distribution of rooms and inventory. Creating Policies, Developing partnerships and hiring and training of team for the group.

Implementation & setting up the Revenue department and technology Integrations.

Responsible for :

Online Distribution and Channel management

Pricing - BAR Chart

Branding & Marketing

Events, Promotions and Packages

SEO/SEM

Social media Marketing

Studio and Graphic Design

Revenue Management Software Implementation and Training.

Loyalty Program and implementation

Responsible for 41% of revenues through digital platforms, and consistent growth on STR for each hotel.

Created new revenue Streams through Social Media and Chat bots with embedded booking technology.

Installed and implemented best in class Review platforms, Pricing comparison tools, data Collection Tools, Revenue Management Tools, B I tools.

***Elite Resort & Spa, Manama – Kingdom of Bahrain.***

**General Manager ( May 2011 till February 2016 )**

An All Suite Premier Hotel with One , Two and Three Bedroom Suites. This is the Flagship Property of Elite Hospitality Group – Leading Operator of Hotels and Service Apartments in Kingdom of Bahrain. Located near the airport and close to the business district this hotel boasts the Island’s largest Arabic Tent for banquet functions, A Formula 1 tribute Lounge Bar and a multicuisine restaurant and a poolside Arabic flavor Grill Restaurant.

Role :

Leading A multicultural team of 160 in a resurgent economy.

Position the hotel as a leading 4 star hotel in a market with international players entering the market.

Develop and Operate the F & B market through Banqueting and Outdoor catering ( Institutional and Private )

Reposition and Market the Bars, Restaurants and Banquets to reach out to specific markets - Ex Pats & Arabs.

Created the Country's Largest Ramadan F & B Operation generating over 110,000 BHD Revenue in the month.

Lead the group’s E marketing efforts and E representation.

Active involvement with recruitment for senior positions of the group – reporting to the CEO.

Actively involved with Marketing efforts for the group – creatives, branding, events promotions, liaising with Agencies.

Renovations and Face uplift of various public areas and Restaurants.

***The Park Hyderabad***

**General Manager ( October 2009 till January 2011 )**A pre opening and launch assignment of this 270 room top end "DESIGN HOTEL". Designed by SOM and Interiors by CSA, Neri & Hu, Tarun Tahiliani, Rohit Bal, etc.With 13 F & B outlets this is th largest Food & Beverage operation of the city.

Aura – the premium Spa and Salon – the highest revenue generating Spa.

Role :

An F & B Centric operation with 11 Outlets - Handled the design, project, Hiring, Cuisine, Menu and Training for all outlets.

Created and implemented an extensive events and promotions calendar for F & B to create awareness and position the outlets.

Developed the pre opening plan, recruited, budgeted, trained and launched the hotel.Got to learn a lot about Marketing and positioning. Was nominated as one of the 50 best new hotels of the world by Conde Naste, Got a write up in Robb Report, Got a write up in Luxe list, Nominated for the Green award by NDTV.The countries first Gold Level Certified Green Hotel by US LEED.

Oversaw the creation of the concept, service standards, staffing levels, job descriptions, salary scales, recruitment process, appraisal process, training manuals and employee recognition programs.

Successfully launched the hotel and implemented all the Standards developed for the hotel.

Piloted the marketing campaign to get coverage in Conde Naste, Robb report, Travel & Leisure, Harper’s Bazaar, Tatler, Vogue etc.

***New Africa Hotel & Casino, Dar Es Salam – Tanzania***

**General Manager & Operations Director ( June 2008 till October 2009 )**A 170 room 4 star business hotel with the country’s largest casino. A part of the country’s tourism history this 60 year old hotel has a reputation for high standards in F & B. It houses a speciality Thai restaurant and a popular Bar.

Role :

A renovation assignment – primarily to manage the 126 operational rooms and renovate and relaunch additional 50 rooms and renovate all rooms and all public areas.F & B - renovations, New menus and Events and Promotions to capture local market.

Strategy Development and Implementation : This forms the core of the assignment here as the hotel has been around since many years and has seen international brands come up over the last 5 years. Requires a thorough positioning and branding exercise. - Home Grown Brand competing with Southern Sun, Holiday Inn, Movenpick and Kempinski.Account Profiling and Management : The Sales Function developed from a basic sales calling activity to account management – ensuring focus on the corporates and travel agents as users and the markets they operate in. Offering flexible tailormade packages and rates.Developing strong E selling initiatives and BAR strategies to position the hotel in the small market.Brand Building – Involves high networking as hotel is a business hotel and needs to be understood and positioned in the corporate, diplomat and UN circles.

***The Sarova Stanley, Nairobi, Kenya.***

**General Manager ( June 2006 to June 2008 )**

217 room city centre 5 star heritage Hotel. A member of preferred Hotels Group – for international representation.This 107 year old hotel has won several awards and recognition for its hospitality and business values. Thorn tree café the world famous Streetside café is the main restaurant of the hotel and continues to be a hot favourite with locals and tourists alike. The newly opened Thai restaurant Thai Chi has positioned itself right at the top with the highest standards f service and the highest APC in the country.

The Health Club has the largts base of members and is recognized as the city’s most vibrant fitness centre.

The hotel has been nominated as the official caterer to the Presidential Functions and even sends a Chef with delegations when he travels overseas.

Role :

Strategy development and Implementation : Repositioned hotel as a Business hotel and as the flagship of Kenya’s leading Leisure Hotel group.Re-induction and training for all managers.Launch of Brand Standards.Hotel revenues up by 23%.GOP increased by 30 %.Launched a new Thai Restaurant with Thai Chefs and in collaboration with Thai Embassy.Development and implementation of E sales strategies and tie up with Preffered Hotel Group as a Summit Hotel.Successfully implemented Revenue Management strategies to upsell rooms at BAR.Account Management – Created a portfolio of 135 corporate accounts and Repositioned the hotel from its Market penetration position of Number 5 to Number 3 in the city through dynamic pricing model.On the marketing committee for the group to approve all marketing activities. Key responsibilities to negotiate and implement marketing strategies with key partners.KEY MENTOR – Developed the team and groomed them to take on higher responsibilities and groomed successors for the whole chain.Renovated and re-launched 24 Club rooms.Crisis Management during election riots and post election violence.

***Hotel Marine Plaza ( January 2003 till May 2006 )***Taken over as General Manager and saw the hotel through the closing of the finacial year 2002 – 03 and 2005 – 06.Prepared the Capital Budget, Operational Budget and Refurbishment and property up gradation plan for the seven-year-old hotel.Drafted and implemented the training plan for the hotel.Created and implemented the PR and marketing plan for the current financial year.Spearheaded the re-furbishment of the suites, banquet hall and few public areas.Opened and launched a successful Pastry Shop.Developing the renovation plan for the coffee shop – to be implemented next financial year.Organised and hosted several social events and parties at the hotel.Conducted Sales Blitzes in all Metros and developed account management strategies for the new accounts, loyalists, splitters and competition accounts.Developed a strong base and portfolio of corporate accounts and Foreign dignitaries embassies and missions. High networking assignment.Constantly maintained revenue of Rs. One and a half crores plus per month ( Food & Beverage ratio 1:1 ) with a GOP of above 42 %. Dropped wage bill and energy bill by 20 percent.**Additional responsibility of Groups Electronic Marketing and Web Sales for all 35 hotels.Liason with Carlson Hotels for Electronic representation and RFP program for all Park Plaza and Park Inns.*Accor ( 1999 till 2002 )***

Mission General Manager to Guestline Attibele, Bangalore. May, 2002 to December 2002..General Manager at Mercure Guestline Hotel, Mumbai. October 2000 till April 2002.Officiating General Manager at Novotel Ummed Jodhpur. April 2000 till August 2000. September 2000 till October 2000 worked as Executive Assistant Manager.Officiating General Manager at Sofitel Ummed Ahmedabad. November 1999 till March 2000.Executive Assistant Manager at Novotel Ummed Jodhpur. April 1999 till September 1999.Food & Beverage Manager at Sofitel Ummed Ahmedabad. December 1998 till March 1999.

***Oberoi Hotels ( 1993 - 1998 )***

Food & Beverage Manager at The Oberoi Maidens. May 1998 till November 1998.Banquet Manager at The Oberoi Grand. April 1998.Coffee Shop Manager at The Oberoi Grand. February 1997 till March 1998.Discotheque Manager at The Oberoi Grand. October 1996 till January 1997.Room Service Manager at The Oberoi Grand. April 1996 till September 1996.Assistant Room Service Manager at The Oberoi Grand. June1995 till March 1996Management Trainee at The Oberoi School of Hotel Management ( 1993 - 1995 )

**KEY ACHIEVMENTSRevenue Management**

* Successful implementation of Lodgiq – Revenue Management System at Elite Hospitality Group. Responsible for creation of department and creating Standard Operating Procedures, Training and Technology implementation and Integration.
* Revenue Management as an outsourced function for 4 leading hotels and 2 local chains in Bahrain – ensuring data privacy and using dynamic pricing and promotion plans to boost yield.
* Invited as Panel Speaker for a revenue Masterclass for leading hotel chains by Hotels network.

**Digital Marketing**

* Developed Website Design, Functionality, Site Map and Domain registration for 6 hotel groups.
* Handled SEO activities for 4 hotel sites as well as 5 other industry websites.
* Created Social media Guidelines and Strategy including content generation activities for more than 30 brands across industries.
* Managed SEM campaigns and promotions for 6 brands.
* Managed Youtube campaigns for 3 leading brands.
* Managed launch campaigns of 3 Apps.

**Technology Platforms**

* Represented Pegasus Hotel Solutions for the region.
* Represented D-edge for the region now.
* Undergone training in Hotels network, Trust You, Revinate, HiJiffy, Agorapulse, Socialbakers, Hootsuite, STR, Treavelclick, Sabre, STAAH, Rate Gain, rate Tiger, Myfidelio, SiteMinder.

**Sales Activities**

* Sales Blitz – Been part of Sales Blitz in several cities across the globe – Mumbai, Delhi, Bengaluru, Chennai, Ahmedabad, Vadodra, Agra, Jaipur, Kolkata, Dubai, Bahrain, Nairobi, Dar Es Salaam.
* Sales Structure – Designed and created Corporate and Leisure Sales Structure for Accor Hotels in India.
* Sales Business Plan – Designed and Created Segmentwise Business plan every year for 7 hotel companies.
* Conducted Sales training for hotel pre opening and launches.

**STRENGTHS**Brand Values Definition

Marketing Strategy

Pricing Policy

Traction Building

Sales Training

Hotel Operations

Training and Development.

**EDUCATIONAL QUALIFICATIONS**

Digital Marketing Courses – Online Courses on Social Media Management, Search Engine Optimisation. 2020.

Certificate in Project leadership - E-Cornell University. 2009.

Advanced Diploma in Hotel Management from The Oberoi Centre of Learning & Development. 1993 – 96Three-year diploma in Hotel Management and Catering Technology from Institute of Hotel Management, Lucknow. 1990 – 93.All India Senior Secondary Examination from St. Xavier’s School Delhi. 1990.

A Hotel Career mutated into Digital Expertise with a key focus on Growing Topline. Aspire to use my Skill Set to focus on the Sales, Pricing and Marketing Strategy and Plans for a Hotel Group that is growing and aspires to be best in class.