

ASHISH GUPTA

Mobile: +91 9871112289, E-Mail: ashish1979@hotmail.com

Job Objective:

- Results orientated, well networked with an influential approach towards achieving sales targets, responsible for business and market development
- To secure an accountable, challenging and meritorious position which provides an opportunity for cross-functional knowledge, professional development, progression and valuable application of my education and qualifications.

Key Skills:

Strategic Planning	Sales & Marketing	Business Development
Revenue Generation	Competitor Analysis	Sales Initiatives
Client Relationship Management	Team Management	Target Achievements
Sales Process Improvement	Account Development	Product Launch & Promotions

Profile Summary:

- A result driven professional with **over 20 years** of experience in the field of Sales & Marketing, Business Development in Travel & Hospitality Industry
- Demonstrated excellence in implementing sales promotion as a part of brand building & market development effort to enhance product awareness
- Proven ability in achieving / exceeding targets, opening new and profitable product/services markets and setting up business operations in untapped markets
- Experience in developing first customer segmentation model, utilising internal and external data
- An effective communicator with excellent planning, relationship management and presentation skills

Core Competencies:

- Spearheading the sales & marketing operations for promoting products and accountable for achieving business goals and increased sales growth
- Negotiating & closing deals and developing business at big events & hotels with stall setups and engagement activities
- Reviewing & interpreting the competition & market information to fine tune the marketing strategies for the achievement of sales targets
- Networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth
- Incorporating E-Mail marketing and other social media platforms as a mainstream channel for communication and lead generation

Work Experience:

February 2024 - November 2024

I had to take a break from the job because my mother had to undergo major knee replacement surgery in Safdarjung Hospital Delhi. Also my father was diagnosed with major kidney damage in Lady Harding Medical College Delhi.

June 2023 – January 2024 with RWAT (Corporate Event Management Company in Noida) as Senior Manager – Business Development.

- Looking after corporate sales, marketing and promoting RWAT as a company for events amongst corporate.
- Looking after Noida and Greater Noida region and dealing only with corporate for their event requirements.
- Sharing the corporate event leads with the management and working as a team on the corporate event queries.

November 2022 – May 2023 with SANKASH (Fintech Company providing Loan) as Manager – Business Development.

- Looking after sales, marketing, branding and promotion for the company which basically provides loan to the end consumer by financing it through various NBFC Banks in the market.
- Meeting with Travel agents to start with, generating leads for travel loan for their clients who wish to travel and can pay in easy monthly installments.
- A Start Up company which works as a mediator between the client and the NBFC Bank for loan by charging processing fees and loan protector fee and interest from their clients on the loan amount taken by the customer.

January 2019 – June 2022 SELF EMPLOYED

- **Started my own company dealing in Hotel & Travel Marketing in India.**
- **Closed it due to Covid Pandemic.**

May 2014 – June 2018 with HOLIDAYS BY SAHIBJI as Sales Manager North India.

- Dealing with the Travel Agents across Delhi / NCR and North India to promote Holidays by Sahibji as a company dealing into B2B market.
- Selling fixed departures of domestic and international destinations to b2b travel agents which is another product of Holidays by Sahibji
- Promoting packages amongst B2B travel agents which is clubbed with our fixed departures for both domestic and international destinations.
- Have travelled North India to meet Travel Agents across different cities of PUNJAB, HARYANA, RAJASTHAN & UTTAR PRADESH for B2B business.

February 2011 – May 2014 with Destination Incoming Travel Company (DMC for Hongkong, Singapore, and Thailand) as a Sales Manager.

- Taking care of all marketing events and road shows conducted by Tourism Board or by different hotels to promote B2B networking.
- Targeting MICE for Meetings, Incentives, Conferences & Events for Hongkong, Singapore & Thailand.
- Promoting & participating in travel fairs like (SATTE, OTM)
- Have travelled across INDIA from NORTH to SOUTH & EAST to WEST to meet Travel Agents for establishing B2B business.

March 2008 - January 2011 with Siesta Hospitality Ltd as a Senior Manager Sales & Marketing.

- Looking after corporate sales for accommodation in terms of corporate residences / service apartments on pan India basis.
- Looking after North India and dealing majorly with Corporates for the service apartments.
- Closing the deals with the corporate by leasing them service apartments provided by us for the period of 3 to 5 years.

November 2006 - February 2008 in Hotel Country Inn & Suites By Carlson Haridwar as a Manager Sales & Marketing.

- Looking after Corporate Sales & B2B Sales for Conferences and Room Reservation.
- Going on Sales Blitz to Dehradun and nearby areas for identifying new markets and generating revenue by enhancing our database of Travel Agents and Corporates.
- Overseeing new areas of potential like SIDCUL Industrial area which is the second developed Industrial zone of Uttarakhand with many corporate companies setting up there manufacturing plants.

January 2004 - October 2006 with Best Western Resort Country Club Gurgaon as an Asstt. Manager Sales & Marketing.

- Looking after Corporate Sales & B2B Sales for Conferences and Room Reservation.
- Dealing with Travel Agents by providing them special discount offers to attract B2B business.
- Dealing with Corporate companies for conference, room reservations, offsite business.
- Going to Manesar Industrial zone for business tie ups which is the nearest industrial hub of companies with huge manufacturing plants.

October 2000 – December 2003 with Tirun Travel Marketing (Royal Caribbean Cruises India Representatives) as a Senior Cruise Counselor.

- Looking after operational activities for Cruise bookings for Royal Caribbean International in India.
- Dealing with Corporates, FIT's, and Travel Agents for B2B business.

Training Exposure:

- Completed my training from **Hotel Le Meridien**, New Delhi

Additional Education:

- Completed PGDBM from Institute of Management Technology (IMT) in 2006 from Ghaziabad, Uttar Pradesh. Specializing in Sales and Marketing and International Business.
- Completed American Hotel and Motel Association (A.H.M.A.) Diploma from 1997 - 2000.

Education:

- Completed my Hotel Management Degree from 1997 - 2000 from Presidency College, Bangalore University.
- Complete my Class XIIth in 1997 held by C.B.S.E. from Manav Sthali School, New Delhi.
- Complete my Class Xth in 1995 held by C.B.S.E. from Manav Sthali School, New Delhi.

Achievements:

- Participated in Skating Championship of Delhi State at School Level.
- Participated in Table Tennis Championship of Inter School Level.

Personal Details:

Address: 1st Flr, 753, Sector-1, Vasundhara, Ghaziabad, Uttar Pradesh.
Date of Birth: 3rd Feb 1979
Marital Status: Married
Language Known: English and Hindi