



AVIJIT CHATTERJEE

Hotel Sales & Marketing (Hospitality)

EXECUTIVE SUMMARY

Hospitality Sales - A Hands-On trusted & confidential support as Business Development Manager with robust organizing skills, the ability to multi-task through advance planning and effective time management to capture & publish early warning Institutional dashboards, exceptionally strong academic & analytical skills to protect the interest of the Group, sound skills in business communication, excellent interpersonal skills & demonstrable ability to interact with leadership in a matrix driven work environment.



Gurgaon Sector 49



avijitjobs@gmail.com



+91 6292251272

WORK EXPERIENCE

CURRENTLY WORKING AS SALES HEAD IN ZEN & OLIVE LUXURY SERVICED APARTMENT GURGAON (5STAR CATEGORY UNDER BLUE LEAF CORPORATION)

SR. SALES MANAGER – ALTRUIST GROUP OF HOTELS GURGAON (4STAR DELUX)(27.05.2023 TO 10.04.2024)

- Direct the solicitation efforts of the sales staff through effective oral and written communication while overseeing rate, date and space commitments for group room sales within the hotel.
- Recruit, Interview, hire, train, recommend performance evaluations, resolve problems, provide open communication and recommend discipline and/or termination when appropriate.
- Compile and/or direct the preparation of reports pertaining to the operation of the Sales Department to include, but not limited to the annual and monthly forecast, marketing budget, lead management system, group booking pace report, star reports and sales meeting minutes.
- Coordinate ongoing research of the travel industry to detect market trends and related information for development of new marketing strategies. Make reasonable recommendations to improve potential from various markets.
- Communicate both verbally and in writing to provide clear direction to the staff.
- Initiate preparation of computerized annual business plan and execute plans as outlined, critically examining and adjusting as deemed necessary by current market conditions.

ASST MANAGER BANQUET SALES – Pride Plaza Hotel New Delhi (15/08/2022 to 10/05/2023)

- Manage a portfolio of existing clients, building strong relationships, and proactively identifying their needs to generate repeat business and upsell opportunities. Conduct professional venue tours and presentations, showcasing the resort's banquet facilities and tailoring proposals to meet specific client requirements.
- Negotiate contracts with clients, ensuring mutually beneficial agreements that comply with resort policies.
- Liaise closely with various departments (catering, operations, events) to ensure seamless execution of banquets and exceed guest expectations.

SALES MANAGER – Yauatcha, KA Hospitality Delhi Ambience mall (28/07/2017 to 10/07/2022)

Marketing and selling conference and banqueting facilities.

- Scheduling reservations.
- Operating the facilities profitably.
- Planning well so each event runs smoothly.
- Managing your food and beverage team.

EDUCATION

**MBA IN HOSPITALITY & TOURISM
JAGANATH UNIVERSITY DELHI
CAMPUS (UGC, NAAC A++
ACCREDITED)
2022**

**3 YEARS DIPLOMA OF HOTEL
MANAGEMENT
INTERNATIONAL INSTITUTE OF
HOTEL MANAGEMENT AICTE
APPROVED KOLKATA CAMPUS 2003**

**BA IN HOSPITALITY MANAGEMENT
QUEEN MARGARET UNIVERSITY UK**

**BCOM HONS
CALCUTTA UNIVERSITY 2002**

CERTIFICATES

- Angles of **Italian Wine certified programme** from Indo –Italian Chamber of commerce, held in The Park Bangalore.

SOFT SKILLS

- Strategic planning
- Budgeting and forecasting
- Ability to problem resolve
- Interpersonal skills
- Time Management
- Leadership
- Multitasking
- Flexibility

HARD SKILLS

- Patience
- Language skills
- Financial Management
- Social media
- Positive attitude
- Listening

DEPUTY MANAGER CATERING SALES – Hotel Hindusthan International Kolkata (22/08/2016 to 15/06/2017)

- To develop and nurture a network of Partner-Distributors to promote the brand in preference to its competitors.
- To gradually ensure distributors share secondary sales data: to whom, where, at what price, and agree to not sell outside defined geographies, and are brought around to working on principle of targeted ROI.
- To achieve set PRIMARY Targets, and for Secondary sales from Distributors to customers.
- To ensure commercial controls on distributors, claims, discounts, price stability etc
- To manage the Front line team, exhibiting exceptional leadership skills and lead from the front.

Banquet sales Manager (08/2014- 02/2016) MUKTI WORLD BANQUET, PARK PLAZA GROUP, KOLKATA

- Contribute room revenue sales and banquet sales as per my KRA.
- To create and update data base and corporate profile.
- To create market awareness amongst corporate companies and travel agents.
- Establish client base of organizations, associations, social, and corporate businesses.
- To understand the competition marketing strategies and develop SWOT analysis so as to maximize the revenue.
- Confirm in writing to the client all requirements via sales contract.

F &B Executive 12/2010- 07/2012 THE PARK GROUP OG HOTELS, KOLKATA

- Entrusted with the responsibility of managing the conducting bar and restaurant inventories.
- Involved in planning the menus for various parties and upcoming events.
- Monitoring the hygiene & quality of the services being rendered.
- Coordinating with the production department and the entire service staff for the smooth operation.
Briefing trainees and taking feedback from the staff recommending for promotions

Asst. Restaurant Manager 07/2006- 05/2010 RUBY TUESDAY- DUBAI, SAUDI ARABIA

- Oversee all store operations.
- Provide on job training as per company SOP.
- Dealt with employment issues such as interviewing/hiring potential employees, conducting appraisals and performance reviews
- Manage inventory.

Food & Beverage Assistant 05/2005- 05/2006 TAJ AMBASSADOR NEW DELHI

- Abetting the restaurant server in managing the complete restaurant operations.
- Ensuring the best service product and cleanliness in a customer friendly environment

LANGUAGES

- English- Excellent
 - Hindi- Excellent
 - Bengali- Excellent
 - Arabic- Basic
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