



# Shatakshi Bajpai

SALES & MARKETING



shatsbajpai@gmail.com

+91 9354517059



Bangalore, INDIA



## EDUCATION

### Govt Girls Inter College

May 2013 - June 2015  
HSC  
Maths, English, Science, Hindi, Music, Social Science.

### Govt Girls Inter College

May 2014 - June 2015  
SSC  
PCB

### Delhi University of Open Learning

May 2015 - June 2018  
Bachelor in Commerce  
Business, Accounts, Business Laws, Economics, Humanities Group

## SKILLS

SOCIAL MEDIA

CONTENT MARKETING

COMMUNICATION

ANALYSIS

WRITER

COREL DRAW

INTERPERSONAL SKILLS

ADVERTISING SKILLS

## Profile

I am a Sales & Marketing professional with 4+ years of experience working in content and social media marketing. And as an ambitious marketer with a passion for driving brand success, I couldn't resist the opportunity to apply for the marketing position in your company. With my diverse background in strategic marketing, brand management, and digital campaigns, I am confident in my ability to make an immediate impact on your organization's marketing initiatives.

## Work Experience

### Business Development Manager

04/08/2018 - 04/10/2020  
VASTUM INDIA LIMITED

Work with Department/Practice Group Leaders on developing strategic priorities and executing business development plans, including identifying new business and visibility opportunities.

Spearhead all business development, marketing and client targeting activities for assigned practice/initiatives leveraging, as appropriate, resources across the department and other Firm constituents to ensure consistently high-quality work product and on deadline delivery.

Collaborate with partners, the Marketing and Business Development department and other business service contacts to identify and facilitate opportunities to cross-serve the broader Real Estate Department clients across the Firm's other relevant practice area capabilities and vice versa.

Develop and oversee maintenance of practice marketing materials, such as practice brochures, matter experience lists, practice descriptions, biographies and standard pitch decks.

### Content Writer/Graphic Designer

12/12/2020 - 03/03/2022  
FREELANCE

Created content for brochures websites, awareness building articles for social media. Proofread and edit spelling, grammar, organize, modify and update existing content. Create content to build brand awareness knowledge of Search Engine Optimization and industry best practices. Develop content strategies that align with their brand identity and business goals & Stay up-to-date with the latest trends in content writing and marketing.

Create visually stunning and engaging creatives for social media platforms. Edit and modify artwork to meet the requirements of our clients.

Prepare designs that are print-ready and ensure high-quality output, Contribute to basic video creation, design, and editing tasks.

Collaborate with the team to develop impactful social impact designs.

## LANGUAGE

Hindi, English, Urdu

## HOBBIES

Writing, Dancing, Painting,  
Astrology, Numerology,  
Cooking.

### Manager - Sales Planning & Strategies

15/04/2022 - 15/11/2022

**VIBRILL HOSPITALITY LIMITED**

Leading Direct Sales, managing lead generations for Direct Sales. Giving onsite closure to the company and complete joining Contract. Managed a team of Graphic Designers and Digital Marketer. Designed logo for the company, Instagram posts, venue booklet, direct sales booklet, vouchers, coupons, membership kit and useful necessities. Taken 10 days training of venue sales and started giving revenues on daily basis. Along with that I managed doing Welcome call, drafting welcome mail, restructured agreement clauses for the company. My strategies were to create maximum tie ups with hotels and resorts, by sending them collaboration mails Domestic and International and report it to my Marketing Head for Heading towards final procedure of Tie ups.

### Asst. Sales Manager

21/12/2022 - 19/06/2023

**SAROVAR HOTELS & RESORTS**

To Understand the Hotels existing client base and devise new ways to expand the client base through prospecting, marketing and key relationships. Network with wedding planners and special event planners to increase bookings, Negotiates, designs and also implements special group rates for key accounts Covered in that particular area of Bangalore for future mapping. Making daily sales call planner to cover hand over areas and also to understand potential of an account and generate business relations for growth.

### Sales Manager

17/07/2023 - PRESENT

**STERLING HOLIDAYS & RESORTS LIMITED**

Established and grew our market share by developing and maintaining relationships with major groups, Corporates and Travel Booking Platforms. Managed to convert bookings by sending room blocking mails, coordinating with resort team to ensure the quality of service given to our guests. To send corporate deals and timely follow up to maintain records for FIT business portfolio, and group queries for that particular corporate.. Update every sales call into Lead square, and initiate meeting schedule during the time of sales call, and finally end with disposition for that visit. Major handling area - City Centre/Racecourse Road/Outer Ring Road/Whitefield/Manyata Tech park/Bagh mane/Hosur Road/Jigni/Electronic City. Worked closely with the Revenue Manager to ensure proposed rate negotiates meet the hotels goals and also to ensure the proper distribution of room sales across various market segment.

*Thanks for taking your precious time for considering my resume.*

*Shatakshi Bajpai*