

Resume

PERSONAL DETAILS

Name Arif Ali
Email address arifapsdk@gmail.com
Phone number +919870353903
Address New Delhi
Gender Male
LinkedIn [linkedin.com/in/arifapsdk](https://www.linkedin.com/in/arifapsdk)



EDUCATION

Jun 2018 - Jun 2021 **B. Sc. Hospitality and Hotel Administration**
Institute of Hotel Management, Catering Technology & Applied Nutrition, Jaipur, India

Jun 2015 - Jun 2016 **Higher Secondary School Examination**
Army Public School, Dhaula Kuan, New Delhi, India

Jun 2013 - Jun 2014 **Secondary School Examination**
Army Public School, Dhaula Kuan, New Delhi, India

WORK EXPERIENCE

Feb 2023 – Sep 2023 **Sales Coordinator**
Rosetta by Ferns, Sakleshpur, Karnataka, India
Currently working as a sales coordinator handling MICE, Corporate, Group, and Bulk bookings. Generating sales and revenue for the resort.
Attending daily meetings and briefings to discuss and implement ideas and ways to generate more sales and revenue for the resort.
Handling Key Accounts Management.
Handling Sales Management attending sales calls and meeting corporate clients to look for Possible business.
Handling day-to-day operations, sending quotations, follow-ups with the Existing clients & requirements, closing deals, and generating more sales and revenue for the company.
Preparing contract and Proforma Invoices and group resumes and also coordinate with the client and Inhouse team for the smooth transitioning of further processes and management of events.
Maintaining a healthy and professional relationship with existing corporate clients and TAs for repeated business.
Approaching new corporate for being the vendor to take care of any upcoming requirements for corporate offsite, get-togethers, and events.
Preparing revenue trackers to keep a record of generated revenue and target sales.

Jan 2022 - Dec 2022

Reservation Sales Associate

Praxis Services Pvt. Ltd. (ITC Hotels Ltd.), Gurgaon, Haryana, India

I was working as a Reservations Sales Associate at ITC Hotels Ltd. Responsible for handling day-to-day operations managing inbound inquiry calls for room reservations and mice-related queries.

Handling Room Reservations and converting all inquiry calls or leads to possible business and generating sales and revenue for the company.

Attending all meetings and briefings to discuss and implement possible ways to generate more sales and revenue for the company every day.

Jul 2019 - Oct 2019

Trainee

Pullman & Novotel, Aerocity, New Delhi, India

Achievements/Tasks

– Successfully completed industrial training in all the core departments (i.e., Front Office, F & B, Food Production, and Housekeeping) as a trainee. – Handling day-to-day operations (e.g., Helping Guests during check-ins/checkouts) of bill-desk and Reception.

– Worked in Restaurant, Bar, and Banquet and managed all its tasks effectively. – Management of the Laundry and Florist department and working as a room attendant trainee covering all guest's calls and their requirements.

– Worked in the kitchen of Café Pluck which serves fusion dishes and helped the chef during operations. Also, worked with the confectionary chef of the banquet kitchen covering daily operations tasks (e.g., Preparing sweets, condiments, etc.)

SKILLS

- **Guest Relations & Customer Service**
- **Leadership and Mentoring**
- **Communication and Interpersonal Skills**
- **Sales Management**
- **Revenue Generation**
- **Negotiation**
- **Sales Processes**

LANGUAGES

English	Fluent
Hindi	Fluent

INTERESTS

- Entrepreneurship
- Volunteering and Mentoring
- Sports

OTHER PROJECTS

VIT E-SUMMIT

03/15/2019-03/17/2019

– Outstanding contribution as a Campus Ambassador in E-Summit '19 organized by E-Cell VIT, Vellore.

Ministry of Tourism, Government of India

09/16/2018- 09/27/2018

– Participated in the 'Run for Tourism' event organized during PARYATAN PARV '18

Khelo India

01/31/2018-02/08/2018

– Contributed to the successful conduct of the 'First Khelo India School Games held in Delhi by the Ministry of Youth Affairs & Sports, Government of India.

FIFA U-17 World Cup

10/06/2017-10/28/2017

– Contributed as a 'Sustainability Manager for the tournament under 'The Local Organizing Committee (LOC) for the FIFA U-17 World Cup India 2017' by Fédération Internationale de Football Association.

DELHI COMIC CON

12/15/2017-12/17/2017 –

Participated as a 'Volunteer' and gave time and effort to the successful conduct of 2 days event held at 'NSIC Exhibition Grounds, Okhla, New Delhi.

Sanam Live Music Concert

12/23/2017-12/23/2017

– Worked as a 'Security Operation Manager' for a one-day event at Jawaharlal Nehru Stadium, New Delhi