

# Shahina Bano

## Demand Manager

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### Profile

Dedicated and results-driven Sales and Operation Executive with six years of extensive experience in the hospitality and tourism industry. Proven track record in enhancing operational efficiency, optimizing resources, and delivering exceptional customer experiences. Seeking an opportunity to leverage expertise and leadership skills to drive business growth and success.

### Professional Experience

#### **Demand Manager, OYO Rooms**

2023 Mar – 2024 Jul

Delhi, India

- Drive offline sales through rigorous cold calling and meeting potential clients/corporations/organizations to sell OYO portfolio.
- Ensuring that the guest who book our hotels get an impeccable hotel experience.
- On-boarded more than 150 corporate accounts at the company platform.
- Managed more than 250 accounts and successfully created a portfolio for business.
- Responsible for the end-to-end sales process from qualifying clients to closing the deals to retaining/ acquiring new accounts/ clients, in a specified region/market.
- Understand the client's requirements and tailor-pitch the product portfolio accordingly.
- Efficient planning and executing market-site visits within assigned regions.
- Maintain and review monthly sales tracker of accounts and targets.
- Identify key market segments and target customers for OYO's services.
- Build and maintain strong relationships with key customers, partners, and stakeholders.

#### **Assistant Manager, CGTT INDIA PVT LTD**

2022 Aug – 2023 Feb

Delhi, India

- Onboarded around 300 Agents at the company platform.
- Successfully achieved and exceeded revenue targets through effective budgeting and resource allocation.
- Excellent interpersonal and communication skills, fostering rapport with clients and colleagues.
- Proficient in CRM software and sales tools for effective lead management and reporting.
- Fostered strong relationships with key industry partners, vendors, and suppliers.
- Achieved and consistently exceeded monthly sales targets by 20%, resulting in increased revenue for the agency.
- To ensure that guests have a positive experience throughout their stay or travel.

### **Sales and Operation Executive, Travclan**

2020 Apr–2022 Jul  
Delhi, India

- Team handling experience in sales and operations with a multitude of responsibilities.
- Monitored issues carefully and reached out to customers to provide immediate resolution and maintain satisfaction.
- Built and maintained relationships with new and existing clients while providing a high level of expertise.
- Educated clients on available technological tools, enabling the development and implementation of solutions to achieve personal financial goals.
- Used effective sales strategies to convince clients to accept proposals, resulting in an increase of sales, and sold 200+ travel-related websites to travel Agents.
- Expertise in scaling sales and operations in outbound holiday destinations (Maldives and Dubai).
- Also approached more than 8k travel agents and onboarded them on the company platform.
- Developed and cultivated lucrative relationships with both new and existing clients through effective communication and exemplary interpersonal skills.

### **Hotel Manager, OYO Rooms**

2018 Feb – 2020 Mar  
Delhi, India

- Handled guest complaints and offered complementary services to maintain high guest satisfaction rates.
- Booked large groups for weddings, seminars, conferences, and other events, providing the best available room rates.
- Coordinated with wait staff to regularly clean buffet areas.
- Provided services efficiently and with a high level of accuracy. Increased customer service ratings through personable service.
- Provided exceptional services and assistance to guests upon check-in. Prepared bills for customers and delivered to rooms on the day of check-out.

## **Education**

### **B.Tech in Aeronautical Engineering,**

*UCE, Rajasthan Technical University Kota, Rajasthan*

2013 Jul – 2017 Jun  
Kota, India

## **Skills**

Sales and negotiation  
Customer relationship management  
Destination and product knowledge  
Communication and interpersonal skills  
CRM software proficiency  
Team collaboration  
Problem-solving and adaptability  
Time management  
Vendor Management  
Process Improvement

## Awards

- Awarded with an employee of the month award in August 2021 in Travclan.
- Awarded topper scholarship by DCM topper of the aeronautical branch in the 4th semester in 2016.
- Received a scholarship by minority affairs of INR.10,000 in 2013.
- Received Maulana Azad Foundation award in class 10'th standard which included a cash prize of INR.12,000/-