LORA

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Visa Expiry: 7/12/2019

**AN EXPERIENCE PROFESSIONAL – REVENUE MANAGEMENT / SALES/ RESERVATION**

*Skilled in maximizing the overall hotel revenue & profit through development & implementation of effective inventory & pricing strategies based on future demand forecasts, current trends & historical data; determining the optimal mix of business and managing distribution strategies on all channels to increase revenue and driving market share*

***Location: UAE | Industry Preference:*** *Travel, Hospitality or Corporate Company*

# PROFILE SUMMARY

* Extensive experience of nearly 8 years in driving strategic & tactical initiatives related to revenue maximization; establishing the strategic direction, determining pricing, creating promotions & exploring new distribution opportunities; implementing a business plan & product strategy; work closely with Sales, Marketing, Services and Reservations team
* Apical in maximizing hotel revenue through the implementation of individual & group inventory management and pricing strategies; successfully producing the most efficient business mix whilst maximizing average rate; carrying out accurate forecast, trend analysis & sales strategies for ensuring product availability and maximization of price at all times
* Involved in reacting to any shortfalls against budget and co-ordinate implementation of tactical offers; experienced in supporting and monitoring the reservations department; monitoring competitor pricing & knowledge for all market segments & seasonal rate positioning within the hotels competitive set
* Significant experience in overseeing management of reservations service to ensure proper & effective implementation of selling strategies as per standards; carrying out ongoing refresher reservations training for all front office, & revenue staff on a regular basis, based around the effective implementation of the room’s management strategy
* Possess expertise in carrying out regular team building events for the team to build their individual strengths and ultimately on the teams strengths as a whole; drawing up a training plan for the department and implementing along with scheduled team building activities for both the Revenue Departments
* Experience in hotel revenue management; excellent analytical skills and fully comprehend with the travel industry distribution landscape; strong verbal & interpersonal skills; coaching direct reports on revenue management best practices; able to effectively communicate ideas in verbal and written presentations

**Core Competencies:** Strategic Planning, Revenue Management, Sales Operations, Reservation, Training & Development and Team Management & Leadership

# ORGANIZATIONAL EXPERIENCE

**MAY 2019 – Aug 2019| Revenue Consultant**

**OCT 2018 – APR 2019 | Revenue Manager**

* + Contracting with Online Travel agents for hotels (Domestic & International portals)
	+ Tie-ups with Consolidated in bound, out bound and charter tour operators
	+ Tie-ups with multinational companies for group & conference bookings (MICE)
	+ Registration & Tie-ups with wedding planner sites & event companies
	+ Registration for travel trades such as OTM, TTF (Travel & Tourism Fair), WTM (World Travel Mart)
	+ Creating Promotions / Offers on websites
	+ **Training the hotel staff in:** Revenue Analysis / Revenue Management, Comp-set Analysis, Dynamic Rate Strategy, Channel Manager, PMS systems, Creating packages / offers for all season, Costing, Forecasting & Budgeting.

# Dec 2016 – May 2018 | Revenue Manager

**Key Result Ares:**

* Formulated pricing strategies, including building rates for rooms & packages and defined discounts & specialty rates
* Involved in forecasting pricing & revenue based on demand & market trends
* Devised promotional strategies to increase revenue; actively participated in effecting inventory management processes
* Created & analyzed revenue reports for effective BAR fluctuations; initiated & closed charter contracts & negotiations
* Interacted with the sales teams and carrying out demand & trend analysis to forecast revenue performance
* Devised & implemented sales & pricing strategies
* Oversaw revenue management and distribution strategy of the hotel and managing day-to-day yield operations
* Performed competitive benchmark studies and followed market trends
* Created and developed pricing strategies in conjunction with the individuality of each hotel
* Provided weekly dynamic forecast of expected results, variances and budget comparisons
* Responsible for assessing, analyzing and pricing group business strategies
* Analyzed overall monthly hotel performance; provided summary report with recommendations to improve long- term strategies
* Ensured all related systems are configured correctly, validated & working to full capacity
* Oversaw and auditing the standards & operations of the reservations department
* Ensured hotel personnel is fully competent in the use of all systems
* Conducted quarterly property performance review and developed strategic & tactical action
* Responsible for best practice standards to include: competitor analysis; environmental scanning; market modeling; distribution yield management; business mix yield management; length of stay yield management; inventory availability by channel; pricing control and new pricing concepts
* Reduced the cost of distribution by finding new less expensive means of delivering business
* Prepared outline for and supported the annual revenue budget process; advised and coached the client in other operational areas

# Apr 2016 – Nov 2016 | Assistant Revenue Manager

**Key Result Ares:**

* Conducted critical analysis of strategies, room's statistics & demand factors
* Carried out competitive study & demand analysis; ensured maintenance of distribution channel data integrity
* Performed analysis of hotel for effectively marketing the same across electronic distribution channels
* Actively participated in rolling forecast & annual budget for each property using PMS & Channel Manager
* Ensured the accuracy & consistency of rooms statistics reports, including the Financial statement, and any other related reports
* Appeared for sales related meetings to maintain communication of strategies & need based promotions
* Organized promotions, exciting offers for festivity dates, seasonal package, etc.

# Jun 2015 – Mar 2016 | Revenue Executive Key Result Ares:

* Helped the management of room’s inventory for maximizing room revenue, maintained accuracy of information and

enhanced automation efforts in reservation system

* Supported in preparing competitive analysis & other supporting documents for presentation at market sales strategy meetings
* Provided assistance in managing room authorizations, rates, and restrictions, including communicating rate restrictions and strategy to properties
* Managed & generated all revenue management month-end reporting & auditing and provided forward looking information for the purposes of forecasting, targeting need areas and balancing financial expectations
* Handled process & update all property & market Revenue Management reports and functioned as a primary source for majority of reporting & analytical needs of the Revenue Management team
* Imparted training to new associates as necessary on revenue management tools
* Monitored the implementation of hotel sales strategies in the reservation & inventory systems

# PREVIOUS EXPERIENCE

**Nov 2014 – May 2015 | Baga – Goa | Sales Executive**

**Sep 2014 – Oct 2014 | Candolim-Goa | Team Leader – Reservation &**

**Sales Aug 2014 – Sep 2014 |Candolim-Goa | Sales Executive**

**Nov 2013 – Aug 2014 |Candolim-Goa | Senior Reservation Executive**

**Nov 2012 – Nov 2013 | Reservation Coordinator**

**Mar 2012 – Nov 2012 | At Your Service Associate (Operator)**

**Jun 2011 – Nov 2011 | Guest Relation Executive**

**EDUCATION**

**2011** BTTM (Bachelor in Travel & Tourism Management) with St. Xavier’s College, Goa

**2008** 12th in Travel & Tourism rom St. Xavier’s HSS, Goa

**2005** 10th from St. Mary’s Covent HS, Goa

**IT Skills:** MS Word, MS Excel, PowerPoint & Internet Applications

# TRAININGS ATTENDED



* IDS (PMS)
* WINHMS (PMS)
* Maximojo (Channel Manager)
* STAAH (Channel Manager)
* Opera (PMS)

# Other Trainings:

* Marsha (DOS)
* Espresso
* Micros
* Lead squared
* Zopim / Olark
* Essential Skills for Managers & Supervisors
* Service Excellence
* Spirit To Serve
* Fire Fighting & First Aid
* Industrial Training Front Office, Food & Beverage and Housekeeping from Trans Orient in 2006 and from Hotel Mandovi in 2008
* 40th International Film Festival of India (IFFI) in 2009
* Royal Goan Beach Club in 2009

# PERSONAL DETAILS

**Date of Birth**: 12th October 1990 | **Languages Known**: English, Hindi & Konkani