

ARJUN SONI

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OBJECTIVE

On the basis of the famous quote, "honesty is the best policy", I want to excel in my professional career. I want to learn from the environment and enhance my skills and abilities to an extent where I could be a useful part of the environment and my organization. With the help of my smart work, excellent communication skills and co-operative working conditions, I want to achieve high individual and organizational goals. I also have great inclination towards social works and the roles where I can play a part for the betterment of organization and my people.

CAREER PROFILE SUMMARY

During my career of 7 years 5 months (2011 till Present) I served the organizations as:

1. 2-years, 5 months experience as a Regional Head in AxisRooms Travel Distribution Solutions Pvt. Ltd.
2. 1-year experience as a Business development executive in Bitla Software Pvt. Ltd.
3. 2-year experience as a Business development manager in clear trip.com
4. 2-year experience as a Business development manager in yatra.com

QUALIFICATION

HSLC -RBSE Rajasthan, India (Year 2009)

HIGHER SECONDARY – RBSE, Rajasthan, India (Year – 2011)

GRADUATION – Rajasthan University, Jaipur, India (Year – 2014)

DIPLOMA QUALIFICATION

THAKUR INSTITUE – Air Hostess Training, Hotel Management & Travel and Tourism (includes First Aid Training, Swimming & Air Bus Training) Year - 2011

CERTIFICATIONS

- BTEC National Diploma in Travel & Tourism (Certified)
- Galileo and Amadeus (Certified)

COMPUTER LITERACY

- MS Office
- Opera (Advanced 5 Years)
- CRM
- Peachtree Family
- Windows Family
- MS Works

LINGUISTIC SKILLS

LANGUAGE	READ	SPEAK	WRITE
ENGLISH	FLUENT	FLUENT	FLUENT
HINDI	FLUENT	FLUENT	FLUENT
German	FLUENT	FLUENT	FLUENT
Russian	FLUENT	FLUENT	FLUENT
Spanish	FLUENT	FLUENT	FLUENT

ACHIEVEMENTS

Axis Rooms Travel Distribution Solutions Pvt. Ltd.

Designation: Regional Head

- Responsible to improve Axis Rooms Market Share in North East Region
- Contracting with international level hotels, airlines and related travel products, so as to ensure best travel deals for different customer segments in the company's travel offerings
- Market Analysis to identify Market Situations / New Market Opportunities and apprise the Business Head and Head Markets.
- Identifying key partnership opportunities - facilitating lead generation, preparation of price proposals / quotes for cost negotiation, handling end to end negotiations
- Realization / Controlling of Sales Strategies
- Motivate, monitor and supervise Business development Team to improve the performance of the region.
- Handle key accounts and monitor their performance on a regular basis.
- Set / Distribute / Monitor Monthly Sales Target for North East Region.

- Identify Market Requirements for North East Region.
- Meet with key clients, assisting sales executives with maintaining relationships, negotiating and closing deals.
- Coordinate sales activities with other departments in terms of any new promotional activities, news and business.
- Calculate the profitability of each agency in terms of investment vis-à-vis segments generated.

BITLA SOFTWARE

Designation: Business Development Executive

- Manage accounts and meet or exceed targets relating to revenue growth, activities, profit Margin a mix of products and services sales, customer retention and customer acquisition.
- Adhere to all quality standards and processes, for the acquisition of customers, opportunities and submission of tender and contract documents.
- Bid management processing and manage order levels maintaining the CRM database
- Provide regular feedback to senior management about marketplace and competitor activity
- Develop effective working relationships with customers through regular meetings and identify and obtain further sales and business development opportunities
- Work with and Group marketing to develop marketing campaigns to support Sales Strategy. Generate new business and raise awareness of other company products.
- Identify requirements for new products & services to anticipate and potentially lead the market.

CLEARTRIP.COM

Designation: Business Development Manager

- Responsible to building and new relationship in Southeast Asia, Middle East, Africa, USA, Canada, Europe.
- Cold calling; making multiple outbound calls to potential hotel partners to get them onboard for our travel platform
- Researching potential leads from business directories, web searches, or digital resources
- Qualifying leads from digital campaigns, conferences, references, tradeshow, etc.
- Creating and maintaining a list/database of prospect hotel partners
- Presenting and delivering information to potential hotel partners
- Answering potential client questions and follow-up call questions
- Working with hotel contracting team when closing contracts
- Tracking weekly, monthly, and quarterly performance and metrics
- Maintaining pipeline and follow-up with hotel partners to close contracts successfully
- Maintaining database (Salesforce, CRM, Excel, etc.) of prospective client partners
- To take decisions on the spot to acquire the fruitful results instead of escalating.
- Responsible for strategizing, launching and scaling up business operations in new markets.
- Developing market entry strategy, planning property launch across cities in the cluster.

- Keeping a close watch on the competitive landscape of the city/cluster and seize opportunities to introduce and adapt pricing, promotional offers, discounts etc.
- Possessing a cross-functional approach to plan and build short-term and long-term supply for the cluster in conjunction with the anticipated demand.
- Complete responsibility & ownership of the launch targets for the cluster.
- Brand building by creating and executing local marketing strategies to encourage user adoption and penetration of brand.

YATRA.COM

Designation: Business Development Manager

- Conducting market research to identify saleable hotel properties in the assigned region & contract with these hotels to enhance our current product offering.
- Ensure competitiveness of the hotels contracted by conducting price & product benchmarking on daily basis.
- Manage inventory (allocations) & search results. Audit on suppliers' rates, support function and inventory allocation.
- Generate Allocation consumption v/s committed report.
- Define inventory required for each product sub-category.
- Maintain a track of products performance and suggest changes / additions from time to time
- Prepare competition performance analysis and business report on monthly basis.
- Build & Maintain strong supplier relations; train partners on our extranet. Also includes planning market visits.
- Ensuring smooth function between supplier & fulfilment, accounts, technology team on integrating, redemption & delivering the product.

REFERENCES

Mrs. Martina Halder

Designation: Guest Relation officer (Crowne Plaza Resort Salalah)

Contact: 00968 95644161

Email Address: - guestrelation.cpsalalah@ihg.com

Further References on request.