

SHUBHAM JAISWAL

Contact: +919654136031; E-mail:

shubham.pro19@gmail.com

www.linkedin.com/in/shubhamjaiswal

SUMMARY

Focused business professional with 6 years of multi-faceted experience in corporate environment. Motivated & result oriented individual specialized at building and maintaining business growth and client relationship.

SKILLS

- Business Negotiation & Conflict Management.
- Team Management & Channel Management.
- Business Development & Client Retention.
- Data Analysis & Growth Hacking.
- Distribution Management & Event Coordination.

JOB EXPERIENCE

MAKE MY TRIP INDIA PVT. LTD

Assistant Manager – Hotel Supply Network
(Mar 18- Feb 2020)

- Managing team of BDM's from different verticals to drive business growth, revenue generation, activating promotions and offers, maintain parity & achieving contracting drives.
- Being the key point of contact for suppliers & work as a revenue consultant to maintain complete life cycle of the hotel by providing relevant insights.
- Key responsibilities include portfolio management, strategizing & securing deals, driving production, maintaining parity across platforms, resolving supplier conflicts and drive productivity.
- Evaluate & Maintain key accounts by conducting competitive analysis to achieve weekly, monthly and annual targets.
- Explaining new process & work across cross functional teams (Product, Customer Delight, Technology, Finance, Marketing, Supply, Post Sales, etc.) to draw positive outcome.

Sr. Business Development Manager
(Nov'15- Mar'18)

- Negotiating & securing deals for maximizing revenue.
- Ensure inventory levels exceed demand throughout the market and ensuring rate competitiveness.
- Work closely with analytic & strategic team to push the revenue growth (Pre-Buy, MIB, Promotions, NPS tracking, Roadshows)
- Participating in weekly 'market review' meetings & suggest the effective measures to increase net revenue.

- Conduct Business Partner engagement programs & train partner hotels by conducting training sessions.
- Identifying opportunities to present the new product offerings, services & differentiators.

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Key Account Manager

(Apr 2014- June 2015)

- Activate & Retain the Key Accounts in Hotels, Pubs, and Associations & Clubs.
- Work with the distribution channel to ensure timely delivery.
- Develop & expand to new markets by working with new distribution channels & partners.
- Acquire new Corporate Accounts for brand promotion via "Co-Branding".
- Strategizing the sales forecast for different territories "On-Trade".
- Explore new business opportunities.

Regional Brand Manager

(Sep2013-Mar2014)

- Works as a coordinator in between sales and marketing team and execute all the marketing & branding activities as planned.
- Ensure the better visibility of the product on existing retail outlets.
- Working with the marketing team to draw measures for increasing the market share and implement the proposed plan.
- Strategizing the sales forecast for different territories "Off-Trade".
- Ensuring the product placement at the desired retail outlets.

EDUCATION

- MBA in Marketing & HR from IIPM, New Delhi (2013).
- BCA from H.S Gour University, Sagar (2009)

CERTIFICATION'S

- Business Management, Stern School of Business, New York University, New York.
- Digital Marketing, DSIM (New Delhi)
- Six Sigma "Yellow Belt", Prism Global Consultant

ACHIEVEMENTS

- Go-tripper of Month (MMT)
- Star Performer of the year (2018, MMT).
- 2X revenue growth with .2% stuck booking YOY.
- Awarded a trip to Andaman's for consistent performance.
- Fulfilling NPS, Contracting & Content maximization drives.
- Conducting market share Online VS Offline.