

# SADIQUE ALI

Senior Executive - Partner Marketing

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## ABOUT

Result oriented Account Manager with 3 years of experience in Key Account Management, Vendor Management, Relationship Management. Skilled in prospecting new clients and negotiating rates. Highly analytical with excellent communication and negotiation skills. Passionate about fostering client success and growth.

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## WORK EXPERIENCE

**Senior Executive - Partner Marketing**

**July 2023 - Present**

**Yatra.com**

- Responsible for connecting and engaging with independent hotels.
- Facilitated business growth in the market through an increase in room nights.
- Forming strategic partnership with hotel partners.
- Strategize in order to market the hotel in a better way.
- Establishing and maintaining relationships with the hotel partners.
- End to end account management and driving sustainable performance of the region

**Executive - Hotel Contracting**

**Dec 2021 - July 2023**

**EaseMyTrip.com**

- Contracting with hotels and onboarding them with live inventory.
  - Doing market research and comparison with competitors.
  - Enhanced market growth in terms of room nights.
  - Managing accounts of onboarded hotels and finding ways to generate more revenue.
  - Evaluating current operational strategies and recommending improvements.
  - Responsible for quantifiable results in contract negotiation.
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## EDUCATION

**Masters in Tourism and Travel Management**

JAMIA MILLIA ISLAMIA

**2020 - 2022**

**Bachelors of Commerce**

MAHARISHI DAYANAND UNIVERSITY

**2017 - 2020**

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## EXPERTISE

- Business Development
- Key Account Management
- Relationship Management
- Critical Thinking
- Negotiation Skills

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## CONTACT



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