

VIKAS BHARDWAJ

SR. EXECUTIVE (MARKET MANAGER)

CONTACT

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SKILLS

- Contract Negotiation
- Organizational Development
- Business Development
- Marketing Strategy
- Market Analysis
- Customer Relationship Management
- Quality Assurance
- Team Leadership
- Problem Solving with active listening ability.
- Work effectively and efficiently with diverse group of people.

LANGUAGES

- Hindi

PROFESSIONAL SUMMARY

Proactive professional with 3+ years of experience and proven knowledge of customer-driven management and long-range planning. Accomplished Sr. Executive (Market Manager) with a proven track record at Yatra Online Ltd. and Praxis Services, adept in contract negotiation and business development. Excelled in enhancing partner relations, achieving strategic growth, and leading operational improvements. Demonstrated expertise in market analysis and fostering customer relationships, contributing significantly to business development and revenue growth.

EXPERIENCE

September 2023 - Present

Sr. Executive (Market Manager) - Hotel Supply

Yatra Online Ltd., Gurgaon

- Contracting & On-boarding of hotels.
- Skilled in Negotiation, Operations Management, Customer Relationship Management (CRM), Account Management.
- Building and maintaining a positive professional relationship with the hotel partners for smooth operations.
- Consistent contribution to have a positive impact on overall internal functioning in the KRA's.
- Proactive monitoring of financial situation of the designated accounts.
- Ensure strategic value contribution to expand growth opportunities with existing clients.
- Securing the best rates from hotel partners.
- Providing training on Yatra Extranet to the hoteliers and resolving their queries.
- Maintaining the price parity over Yatra, same as on other OTA's, and resolving rate, discounting disparity issues to maximize the business.
- Enrolling the maximum number of hotels in marketing and business campaigns or providing updated information to the hotel partner about new services to increase the mutual revenue.
- Key account acquisition and retention.
- Handling escalations to avoid any issues with the guest's bookings.

October 2022 - September 2023

Sr. Reservation Sales Associate

Praxis Services (Neemrana Hotels), Gurgaon

● English

- Working on Gem (Email Software) for sorting, assigning mails to teammates, assisting guests over the mail, and handling the mail box.
- Maintained a professional, positive attitude, contributing to a productive work environment.
- Participated in team meetings, providing insights to improve operations.
- Assisting the guest, teammates with their queries.
- Handling escalations.
- Training the new joiners.
- Maintaining the rank of the hotel in the guest satisfaction survey.
- Using the hotel's resources to maximize guest satisfaction and optimize revenue.

October 2021 - September 2022

Reservation Sales Associate

Praxis Services (Neemrana Hotels), Gurgaon

- Processing reservations of all the OTA's, DG, TA and corporate guests into internal reservation systems with accuracy and efficiency and assisting guest's with their queries.
- Liaise with the hotels staff to ensure a comfortable stay for all the guests.
- Utilized sales techniques to upsell hotel amenities and services, resulting in increased revenue.
- Recommended additional products or services based on individual customer needs.
- Reviewed booking confirmations prior to sending them out ensuring accuracy of information provided.
- Utilized problem solving strategies when faced with complex customer issues or complaints.

August 2018 - March 2020

OJT

City Park Hotel, Delhi

- Acted as the point of reference for guests who need assistance or information.
- Handled all the operations of concierge/ bell desk, conferred, and coordinated with other departments.
- Working on Property Management Software for smooth operations.
- Arranging travel and tourism.
- Completing assigned task within the time period.
- Maintaining log books, A&D, C-Forms.
- Handled all the responsibilities of guest's transportation.
- Ordered daily required amenities for smooth running of departmental

operations.

- Focused on learning new skills and staying updated with industry changes.

August 2017 - August 2018

Trainee

Tavisha Hotel, Delhi

- Greet and welcome all guests in a warm and professional manner.
- Providing advice, information and assistance to guests.
- Worked on Property Managements Software for hotels operations.
- Built relationships with coworkers and team members to increase work productivity.
- Gained experience in problem-solving and troubleshooting issues for customers.
- Collaborated with cross-functional teams to complete tasks.

EDUCATION

September 2020

Bachelor of Vocational Education in Hotel Administration and Hospitality Management

TISS SVE (The Hotel School)

May 2017

10+2 in Arts

A.S.V.J. Sr. Sec. School (CBSE)

Apr 2015

10th

Vidya Bal Bhawan Senior Secondary School (CBSE), Delhi

HONORS

Received appreciation cards, including "Great Job" and "Employee of the Month," from management and managers at Praxis Services (Neemrana Hotels) for achieving the highest email transactions and revenue growth, attained a remarkable audit score of 90+ and the highest level of guest engagements on both emails and calls, showcasing a commitment to exceptional customer service and satisfaction.