

**Himanshu Tyagi**

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Achievement-driven, hands on professional targeting assignments in **Business Development / Marketing/ Inside Sales** with a global organisation.

 **PROFILE SUMMARY**

* **MBA (Marketing )** with **nearly** 10 **years** of experience in **Sales & Marketing**, **Business Development**
* Expertise in coordinating with marketing managers to create & execute market growth strategies
* Skilled in identifying **new business opportunities**; track record of building deeper strategic relationship for cross-selling/upselling of company products and solutions
* Experience in **successfully guiding & mentoring sales team** towards appropriate selection and development of important customers for desired business outcomes
* Exposure in conducting quarterly reviews with the team to set goals and ensured targets were met
* An achievement-oriented professional with exceptional communication, analytical, problem-solving & interpersonal skills

**KEY SKILLS**

**~Business Development ~Sales & Marketing ~Key Account Management**

**~Revenue Growth ~Sales Forecasting ~Market Penetration**

**~ Market Research ~Lead Generation ~Channel Management**

**~Database Management ~Contract Management ~Liaison & Coordination**

**ORGANISATION EXPERIENCE**

3 September2019 till date with OYO as Business Development Manager

**Key Result Areas:**

* Develop a growth strategy focused both on financial gain and customer satisfaction
* Conduct research to identify new markets and customer needs
* Arrange business meetings with prospective clients
* Promote the company’s products/services addressing or predicting clients’ objectives
* Prepare sales contracts ensuring adherence to law-established rules and guidelines
* Implementing aggressive sales plans & ensuring sales targets are met and exceeding while surpassing client service expectationsManaging B2B sales & branding activities by meeting prospects
* Identifying & networking with prospective key clients, generating business from the existing accounts and achieving profitability and increasing sales growth
* Manage marketing communication massages across various channels such as newsletters, webinars, product notifications, etc.
* Create and Measure KPIs for each of the channels
* Generate new ideas for each channel optimization
* Scheduling appointments, preparing & delivering presentation to the client, researching their business & requirements
* Maintaining customer relationships, ensuring customer loyalty through excellent customer service and meeting all client needs appropriate to their business

**Apr’16- Till August 30 2019 with Sai Hostel and Catering Services, Delhi as Marketing Manager**

**Key Result Areas:**

* Develop a growth strategy focused both on financial gain and customer satisfaction
* Conduct research to identify new markets and customer needs
* Arrange business meetings with prospective clients
* Promote the company’s products/services addressing or predicting clients’ objectives
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**Key Achievements:**

* Worked closely with internal marketing groups, sales, and service lines to plan and execute account-based initiatives for major accounts in schools & institutes.
* Developed trusted advisor relationships with key accounts, customer stakeholders and executive sponsors
* Developed new business with existing clients and/or identify areas of improvement to meet sales quotas

**Jan’15-Mar’16 with Taxi for Sure, Delhi as Assistant Manager (North Zone Supply)**

**Key Result Areas:**

* Communicated with clients to improve & develop business relationships cordially, in addition to maintaining constant follow-up on their feedback
* Implemented aggressive sales plans and ensured sales quotas were met and exceeded client service expectations
* Expanded channel business by sourcing new partners and maintained efficient business relationships with existing clients to enhance profitability

**Key Achievements:**

* Increased gross revenue revenue of 50 Lakhs
* Maximized sales opportunities, proactively created new opportunities and achieved sales targets; developed & managed relationships with industry partners and worked with them on business growth opportunities beneficial to all parties
* Worked & expanded current prospect database from10 to 250within specified business sectors & exceeded sales targets for the business by 40
* Achieved & exceeded monthly sales targets by 20 and gross profit quota by 40 by identified, prospected and qualified new clients

**ENTREPRENEURIAL ASSIGNMENTS**

**Jun’08- Dec’14 with Sai Hostel and Catering Services, Delhi as Marketing Manager**

**Key Result Areas:**

* Worked for catering business of various college & institutes mess
* Created various programs and events for brand promotion
* Identified the areas of improvement and prepared various marketing strategies in order to increase the revenues of the business
* Drafted and prepare menus including all appetizers, entrees and desserts
* Planned and executed all pre-event preparation to reduce time on catering day
* Designed, planned and catered full buffets for in-house events
* Organised various catering weddings, parties, corporate meetings, conferences, banquets and other special events
* Coordinated with accounting to ensure accurate billing and invoicing are done on time

**Key Achievements:**

* Generated **500 students** every month for the business of catering
* Received **government contract** for the business
* Increased 30% revenue by organizing various workshops & seminars
* Conferred with various **outside contracts** for catering business
* Managed customer base and grew business from 30 customers to 120

**INTERNSHIPS**

**Organisation:** Le Meridian Hotel, Delhi

**Duration**: 6 Months (Front Office)

**Description**: The internship included analysing and managing the information of every department of the organisation.

**Organisation:** Carlson’s Hotels Worldwide, Delhi

**Duration**: 2 Months (Corporate Sales)

**Description**: This internship involved reviewing the marketing strategy for the firm and increasing the gross profit of the organisation.

**ACADEMIC DETAILS**

* MBA (Marketing) from Sinhgad Institute of Management (Pune University), Pune in 2008;
* B.Sc. (Hospitality & Tourism) from National Council for Hotel Management and Catering Technology in 2005;
* 12th from Guru Harkrishan Public School, Delhi in 2002; secured
* 10th from Father Agnel School, Delhi in 2000; secured

**TECHNICAL SKILLS**

MS Word, MS Excel, PowerPoint & Windows (07/10)

**PERSONAL DETAILS**

Date of Birth: 24th August 1984

Languages Known: English and Hindi

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