

► Akshita Iyer Swarup

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Objectives

A spring for a position in an organization where I can implement my skills and Knowledge to best in my conjunction with company goal and objective. Known to be an open minded quick learner in areas such as skill acquisition, new technologies and software platforms. Holds exceptional talent in nurturing complex client relationships with a human touch.

EXPERIENCE

Senior Product Consultant (23 February 2020 – Current)

Cvent: Event Management Technology & Hospitality Solutions (Gurgaon)

- Serve as the primary point of contact for clients regarding project and strategic level questions
- Project management, project scheduling, and scope definition
- Maintaining business relationship and ongoing communications during and post implementation project
- Post launch adoption activities including both private and public instructor led web-based trainings, and general best practices consultations
- When needed business travel to consult, advise, and support specific and unique client events
- Provide ongoing telephone and e-mail support to CrowdCompass clients to resolve account and technical issues and maintain excellent relations between CrowdCompass and its clients, as a backup resource if volume exceeds capacity of primary customer support resources
- Assist Operations departmental managers in identifying areas of improvement in both infrastructure and processes
- Assist Development Team on establishing product development priorities (as the voice of the client), QA testing of new features and system enhancements, and providing use case scenarios
- Provide troubleshooting assistance to clients on system and equipment issues, if needed.
- Responsible for helping drive the desired positive and proactive communication and corporate culture between CrowdCompass staff, clients, and customers

Product Consultant (29 January 2019 – 22 February 2020)

Cvent: Event Management Technology & Hospitality Solutions (Gurgaon)

One of the key highlights here is the "Newcomer of the Year" award that was pivotal to my fast track success.

- As a member of the CrowdCompass Mobile Apps Client Services team at Cvent, I work with event organizers to educate them on how a mobile event app could increase the popularity of their event by turning attendees into ambassadors, speakers into celebrities, exhibitors into partners, and sponsors into family.
- I help offer a consultative approach and serve as a strategic partner for them throughout the process of building their app. I also organize meetings with them throughout different milestones in the process and ensure that their app is running on the most up-to-date version available. Some of my main responsibilities are:
- Using Salesforce to log all project updates, software/app updates, daily tasks, email correspondence, and phone conversations with clients.
- Making sure that the app's are successfully submitted and launched on Apple (App Store) and Android (Google Playstore)
- Worked with the Apple and Google Developer accounts to submit apps to the public stores
- Corresponding with clients periodically to check in on their progress on the project.
- Guide clients through the setup of their app and launch of successful events.
- Help implement registration best practices
- Ensure my clients are confident with CrowdCompass features and functionality within the app
- Help achieve business goals for their event.
- Apply product expertise to help address meeting and event planners' needs.

CORPORATE SALES - AIRLINES (29 May 2017 – January 2018)

Vistara- TATA SIA Airlines (Gurgaon)

- Exceed Sales Targets & Develop and execute Sales and Marketing plans for North India.
- Diversify and grow new business segments, grow Corporate Sales and Frequent Flyer base.
- Analytical and problem-solving skills.

SALES MANAGER- Conference and Events (04 July 2016 – 04 March 2017)

IHG- Crowne Plaza Today Gurgaon(Gurgaon)

- Recognized as the Brand Standard Audit Champion
- Exceeded budgets YTD from previous years in catering, rooms and were rewarded as the best hotel in SWA
- Leading the team to achieve sales objectives & Identifying potential customers in the market.
- Developing sales strategies and action plans to maximize profitability
- Acquiring and developing new business accounts & preparing sales proposals for clients.

CROWNE MEETINGS MANAGER (10 July 2015–17 June 2016)

IHG- Crowne Plaza Chennai Adyar Park(Chennai)

- Part of the transition of the ITC Park Sheraton Hotel to Crowne Plaza Adyar Park.
- Successfully setup the Salesforce PMS system for catering and rooms
- Recognized as the Brand Standard Audit Champion
- Crowne Meeting Manager is responsible for "Meeting Success" in the Crowne Plaza Meetings, residential conferences and events including wedding.

ASSISTANT SALES MANAGER -ROOM SALES (03rd November 2014–30 June 2015)

Accor – Novotel Goa Shrem Resort and Grand Mercure Goa Shrem Resort (Goa)

- Design and Execute sales plans and strategies for the assigned segments and responsible for increasing the sales and revenue

CROWNE MEETINGS – COORDINATOR / EXECUTIVE & ASSISTANT MANAGER (17th September 2012 –02nd November 2014)

IHG- Crowne Plaza (Kochi)

- Part of the Pre-opening team
- Independently handled the Crowne Meetings Department.
- To achieve this we create and build confidence, ensure satisfaction and success and make it happen for the clients.
- Work closely with the Reservations, Sales & Marketing, and F&B departments to ensure the accounts from the events are consolidated
- Handle all MICE RFP assigned by Sales Manager or Director of Sales – MICE
- Plan sales strategy and implement tactics to achieve budget with Sales Manager

TRAININGS, PROJECTS AND ASSIGNMENTS(1 year 6 months)

(IHCL – Taj group of Hotels)

- Front Office at Vivanta by Taj – Fort Aguada, Goa, (October 2011 – April 2012)
- Front Office at Taj Exotica Bentota, Sri Lanka, (May 2010 – August 2010)
- On the Job Training (Department: All Core Departments at Taj Residency, Aurangabad (October2009 –January2010).
- On the Job Training (Department: All Core Departments at Taj Residency, Aurangabad (May 09 – July 09)

EDUCATION

- **B.A (Hons.) In Hotel Management** (2008- 2012) through Institute of Hotel Management, Aurangabad, Maharashtra, India & University of Huddersfield, U.K
- **Higher Secondary School Certificate, Maharashtra Board**, from Bhavans College, Mumbai, India. (Arts Stream)
- **Secondary School Certificate, Maharashtra Board** from Holycross Convent High School, Mira Road (E) Thane Dist, India

I.T. SKILLS

- Maintain a high level of product knowledge across the Cvent Event Cloud platform
- Salesforce: Account Management
- Property Management Software: Micros Fidelio PMS, Delphi PMS, Salesforce, Meeting Broker
- Mail Management: Microsoft Outlook , Outlook Express
- Office Automation: Microsoft Office

PERSONAL DOSSIER:

- Nationality: Indian
- Languages: English, Marathi and Hindi (Fluent Understanding, speaking and writing) Bengali (Conversational) Tamil (Conversational)
- Marital Status: Married

REFERENCES- Shall be furnished upon request