

## POOJA MAZKOORY

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### Education

**Mumbai University** (June 2011 - April 2013)

*Masters in Communication and Journalism (Specialization in Public Relations): (GPA 3/5)*

Final Year – Thesis on Reading Pattern of Consumers for Websites (Children NGOs)

**Royal College, Mumbai** (July 2007 - May 2010)

*Bachelor of Commerce, Banking and Insurance: (Percentage - 72%)*

Cracked the campus interview for Wipro BPO out of 120 students

Part of the organizing committee for the Trekking Club and college festival 'Gyanmanthan'

### Professional Experience

**Phoenix Marketcity Kurla – Offbeat Developers Pvt Ltd**

**Senior Manager – Marketing (21 August 2023 to current)**

- Handling an 8 member marketing team consisting of Décor, Digital, Design, Events, PR, SOH (Space on Hire)
- Overlooking the quarterly revamp exercise for Directional Signages, Finance Budget and Direct Marketing initiative

**Maharaja Bhog – A Unit of Maheshwari Foods and Hospitality Pvt Ltd, India - UAE - USA**

**Marketing and Communications Manager – (28 January 2021 to 30 June 2023)**

- Award received for the **Best Thali Restaurant** of the Year at Restaurant Awards 2022 in Mumbai
- Award received for the **Best Vegetarian Thali – Casual Dining** at the Times Food and Nightlife Awards 2023 in Pune
- Managing complete end to end Marketing activities for 7 outlets in Mumbai, Pune, US and UAE
- Executing Market Research, Brand Building, PR, ATL & BTL activities, vendor management, online campaigns
- Managed a Marketing Budget of 1 crore 30 lakhs for Aamras Food Festival in 2022
- Executed 100% Barter Deals for OOH Advertising – Hoardings, Bus Backs, Cinema Branding, Newspaper Ads & Flyer Marketing
- Convincing key stakeholders to increase the Social Media Marketing Budgets from INR 10,000 to INR 70,000 with an improved ROI
- Helped turnaround a loss making outlet to a profit making one with 60% increased footfalls
- Helped a pre-opening outlet achieve incremental revenues with traditional marketing tactics and an increase in revenue by 38%
- Pitch in for operational issues and co-ordination with the restaurant managers, mall team, online vendors
- Introduced photography and videography for the brand with award winning Food Photographers and Stylists enhancing brand value and perception

**Holiday Inn Mumbai International Airport, Mumbai**

**Marketing and Communications Manager – (1 April 2018 to 9 December 2020)**

- Award received for **Marketing Excellence** at the IHG IMEA Learning Event 2018 among 200+ competing hotels
- Shortlisted among the top 5 contenders for the Best Marketing Person of the Year (Upscale to Mid-market Segment) at the 10th Hotelier India Awards 2018
- Developed and implemented a strategy for efficient budget management by engaging a single agency for creative, social media and food photography bringing down cost by **INR 15,000 per month**
- Efficiently implemented the Performance Marketing Boost for driving the **'Book Direct'** feature with an ROI of 1:7
- Successfully cleared the Brand Standards Audit for the hotel since the past 3 years with a score of 92% in the 2019 Audit
- Best Social Media standing among 32 sister hotels in the SWA Region for 3 consecutive years
- Enhanced the PR Value from INR **6,16,82,581** in 2017 to INR **9,48,03,532** in 2018
- Assisted to enhance the TripAdvisor Rank to 18 from 35
- Proposed **unconventional video ideas** to showcase employee engagement since May 2018 and successfully implemented 3 videos:
  - What will you Gift your Mom this Mothers Day?
  - What is Azaadi for You? with some quirky bytes of the hotel team members
  - Wedding Video where we hosted the wedding of a Differently-abled Family and captured the video in sign language
  - Engaging videos implemented for Thai, Delhi and Street Food Festival in 2019 with an organic reach of 20k+ views
- Convinced **key stakeholders** and the **General Manager** to invest in Social Media, PR and Creative Agency and enhancing the Marketing Budgets from INR 40,00,000 to INR 75,00,000 for FY 2019

## **Holiday Inn Mumbai International Airport, Mumbai**

### **Assistant Marketing and Communications Manager – (22 March 2016 - 31 March 2018)**

- Developing targeted offers for the corporate segment and enhancing in-house footfalls in the form of prepaid lunches, clubbed offers, interactive tent cards, digital lobby signage and much more
- Increased the Food and Beverage footfall by **26% in the Non-Residential covers** and **20% in packed offers and office catering** in 2018
- Organised **key celebrity shoots** with Varun Dhawan, Virat Kohli, Urvashi Rautela, Sunny Leone, Rana Dagubatti, Prabhas, Tapsee Pannu, Huma Qureshi, Vineet Kumar Singh, Anita Hasnandani etc
- Ensured key **Hospitality Partnerships** – Lucky Ali Concert, UB 40 Concert, Shakespeare Comedy Theatre Festival etc
- Introduced the **best PR Agency** in the hospitality space generating the right PR Mileage and a turnaround for the hotel in the celebrity endorsement, visibility and Food and Beverage Space
- Implemented a **Lead generation campaign** for Weddings Promotion (Knotty Tales) with 112 leads of which 5 converted generating a revenue of 70,00,000 in 2017
- Successfully cleared the Reclassification Audit with a status of 4 star rating and a PRIMO Luxury Award in 2017
- Worked closely with the General Manager on the Launch Material for InterContinental Hotels for the SWA region
- Efficient vendor management and cost control by sourcing the right printing vendors and a cost saving of 15%
- Social Listening Tool at a score of 4.3/5 efficiently maintained for the Brand Website and all OTAs + Zomato
- Stopped unnecessary barter that were ongoing like OOH Barter and Awards and spending the budgets efficiently for tactical and targeting Marketing like Social Media Promotion, Email and WhatsApp Marketing

## **The Orchid Hotels, Mumbai and Fort Jadhavgad, Pune**

### **Assistant Manager- PR & Marketing (Jan 5, 2015 to Mar 21, 2016)**

- Managed a marketing budget of **INR 1 crore** and ensured we achieve 106 crore revenue for the hotel unit in 2016
- Vendor Management, marketing and Public relations for 5 Food and Beverage Outlets

## **Travelguru (A Yatra.com Company)**

### **Creative Writer (June 3, 2013 to December 22, 2014)**

- Leading and mentoring a team of 5 content writers
- Creating content for luxury hotels in the form of blogs, SEO friendly content for the website, EDMs, promotions, deals, festivals, social media
- Managing the Eastern and North Eastern Region for hotels with regular content updation and co-ordination with 3 Market Managers
- Proposed a refreshed look and feel for the Travelguru hotel website keeping consumer reading pattern in mind

## **Danu Infotech (ClassAdda.com)**

### **Web Content Writer (January 18, 2012 to January 31, 2013)**

- Working solely on the career guidance section of [www.classadda.com](http://www.classadda.com) along with the Ask & Answer and KBC quiz section
- Developing content for various educational websites and extensively writing for careers
- Developing content for the entertainment based website [tvmovieshows.com](http://tvmovieshows.com)

## **Edmission Education Services**

### **Research Associate (February 4, 2011 to June 30, 2011)**

- Working as a correspondent for the magazine 'Choice of Education'
- Researching on various career options and creating content for the magazine
- Preparing English questions for competitive exams like CAT and GRE
- Writing technology related blogs and articles and researching for the same
- Assisting and coordinating for various educational projects taken up by the Company

## **Interests**

- Trekking, Carnatic Classical Singing, Yoga, Writing Short Poems and Reading