

NEELANJANAA SANYALL

-DIRECTOR OF ROOMS, CONFERENCE, EVENTS & SALES

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**SALES & MARKETING | CONFERENCES AND EVENTS BANQUETS |  
BUSINESS DEVELOPMENT | GUEST SERVICE | HOTEL OPERATIONS |  
BUSINESS STRATEGIES & PLANNING | PROFITABILITY & REVENUE  
MANAGEMENT**

## PROFESSIONAL PROFILE

- A senior professional with over 18 years of experience in Room Sales, Conferences & Events and Guest Relationship Management in the Hospitality industry.
- **Presently Working with Zone by The Park as Director of rooms, Conference, events & Sales.**
- Proficient in handling a wide spectrum of sales activities from developing business plans to implementing and executing them in real time sales environment.
- Proven track record of increasing sales and heading proposal preparation process.
- Deft at analysing market trends, providing inputs and formulating selling & marketing strategies.
- Proficient in augmenting sales and profitability.
- An effective communicator and team leader with proven team building and management abilities.
- Immense knowledge and experience in corporate acquisition.

## KEY RESULT AREAS

### **BUSINESS DEVELOPMENT:**

- Devising business development strategies to build customer preference & augment marketing evolution.
- Mapping business potential & identifying profitable markets for the company's products.
- Developing relationships with key decision makers in target organisations for business development.
- Performing competitor analysis by keeping abreast of market trends to achieve market share metrics.

### **SALES AND MARKETING:**

- Supervising sales and marketing operations for achieving increased growth in banquets.
- Devising marketing budgets and preparing sales forecast plans.
- Driving marketing initiatives to achieve business goals & managing the team to achieve them.

### **GUEST RELATIONSHIP MANAGEMENT:**

- Building and maintaining healthy business relations with corporate guests, ensuring customer satisfaction by achieving delivery & service quality norms.
- Supervising customer service operations for rendering and achieving quality services; facilitating first line customer support by answering queries & resolving issues within turn-around-time.

## QUALIFICATION

**2014, NEW YORK, UNITED STATES:** The Professional Development Program, Cornell University, School of Hotel Administration.

**2008, NARANG, SINGAPORE:** The Professional Development Program, Cornell University, School of Hotel Administration.

**2002, KOLKATA, INDIA:** Bachelor of Arts & Humanities

## PROFESSIONAL EXPERIENCE

**ZONE BY THE PARK, KOLKATA, NEWTOWN-2021 ONWARDS**

**THE PARK HOTELS, KOLKATA (2002 – 2021, Sept.)**

**2014 – 2021: Associate Director Conferences and Events to Director Conferences and Events:**

- Responsible for managing the banquet budget.
- Handling the MICE portfolio (Pan India).
- Sponsorships for the special events in the hotel property.
- Overseeing and contributing towards F&B budgets.

**2010 – 2014: Banquet Sales Manager**

- To ensure operational efficiency.
- Working in close consultation with colleagues of other departments (operational and production).
- To deliver the highest standards of guest service.
- To maintain productivity report from each sector of the market (pharma, corporate, public sector units, FMCG'S, etc.).

**2005 – 2010: Executive Banquet Sales Manager to Assistant Banquet Sales Manager**

- Selling banquet venues using leads.
- Focusing on different market segments through comprehensive study and generating maximum business.
- To maintain competitor records.
- Generating revenue forecast report for banquets and creating database from past events to get repeat business.
- Handling residential conferences.

**2002 – 2005: Receptionist Front Office**

- Handling check-in and check-outs.
- Answering guests' queries.

## SPECIALISATION

### CORPORATES | SOCIALS | MICE

Expanding business and consistently improving profitability of the company; identifying new streams for long-term revenue growth.

Formulating business goals, short-term and long-term budgets and developing business plans for its accomplishment.

Designing successful business expansion strategies; using guest & market feedback.

Reorganizing & controlling Food and Beverages cost, managing financial budgeting, and finalizing P&L account of the department.

## PERSONAL DETAILS

**Date of Birth:** 12th April, 1980

**Current Address:** A 14, Srerampur, Housing State, Rishra District Hoogly

**Linguistic Abilities:** English, Hindi, Bengali & Nepali