



## PROFILE

- Revenue, Sales and Marketing professional with 5+ years of experience specializing in hospitality management.
- Driven and result oriented possess excellent communication, organizational and interpersonal skills combined with a strong brand management and creative agency background.
- Highly adaptable and personable individual with global perspective and exceptionally acute multi cultural understanding.
- Analytical and logical approach to find solution for every problem based on statistical data, to ensure accurate decision making opportunity.

# ADITYA BOSE

## SALES & REVENUE MANAGEMENT PROFESSIONAL

## CONTACT

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West Bengal, India
- 22 September 1991
- <https://www.linkedin.com/in/aditya-bose-37843150/>

## EXPERTISE

- Online Distribution
- Sales
- Marketing
- Reservations
- Decisions
- Revenue
- Digital Imaging  
& Graphic Design

## EDUCATION

- **Master of Business Administration**  
Marketing & Finance  
Amity University, 2017
- **Bachelor of Technology**  
Information Technology  
Neotia Institute of Technology, Management & Science  
2015
- **Higher Secondary Education**  
Patha Bhavan, 2010
- **Secondary Education**  
South Point High School, 2008

## SUMMARY

As a Revenue and Sales professional with over 6+ years of experience in various settings, I bring a wealth of knowledge in different aspects of revenue management, sales and negotiation techniques, marketing ideas and reservation finesse to ensure maximum revenue optimization and exceed the budgeted figures as per requirement.

My management style is fast paced, results orientated, innovative, with a constant focus on maintaining perfect balance between desired room rates and occupancy.

My goal is to continue in my career of working for world renowned hospitality organizations in revenue and sales management, further establishing and enhancing standards, increasing quality, productivity and ultimately guest satisfaction.

## CORE QUALIFICATIONS

- Staff development
- Inventory control
- Policy/program development
- Cross-functional team management
- Staff training
- Tech-savvy
- Supervision and training
- Skilled negotiator
- Sound judgment
- Calm under pressure

## WORK EXPERIENCE

- **Taj Chia Kutir Resort & Spa (April 2022 - Present)**  
India  
**Assistant Manager, Reservations**
- **Noku Maldives Resort & Spa (July 2021 – April 2022)**  
Republic of Maldives  
**Assistant Manager, E-Commerce & Reservations**
- **Noku Maldives Resort & Spa (July 2019 – July 2021)**  
Republic of Maldives  
**E-Commerce & Reservations Executive**
- **Noku Maldives Resort & Spa (April 2019 – June 2021)**  
Republic of Maldives  
**E-Commerce Executive**
- **Blooming Daffodils Education Centre (June 2018 – February 2019)**  
Kolkata, West Bengal, India  
**Digital Marketing Strategist and Creative Head**
- **Bajaj Allianz General Insurance Company Ltd. (June 2017 – June 2018)**  
Kolkata, West Bengal, India  
**Territory Sales Manager**

## PROFESSIONAL SKILLS

- Yearly budgeting
- Revenue Optimization
- Query Conversion
- Leisure Sales
- Guest Delight
- Hospitality management
- Occupancy maintenance
- Yield management
- Demand and supply management
- Pricing strategies
- Growth optimization
- Customer satisfaction
- Trend analysis
- Reservation expertise
- Brand management and visibility

## PROFESSIONAL ACHIEVEMENTS

- Achievement of yearly budgeted figures for the resort exceeding by a substantial margin
- EBIDTA achieved approximately 46.6%
- Positive variances achieved basis room revenue, occupancy, ADR and RevPAR
- Maintenance of rate parity across all online distribution channels

## REFERENCES

- Mr. Manoharan Mannarlingam – Cluster General Manager, Noku Maldives +960 725-8966
- Deborah Ferrer – Project Admin Office Manager, Soneva Fushi +960 997-5529
- Mr. Ilyas Ibrahim – Assistant Sales Manager, Adaaran Resorts +960 757-6027
- Mr. Tarique Aziz – Executive Chef at AYANA Komodo Waecicu Beach & AYANA CRUISES +6282147425415 / +918274895984
- Mr. Toorban Ghosh – General Manager, The Food Library, Kenya +254 714 128777

## RESPONSIBILITIES HANDLED

- Oversee revenue management and finalize distribution strategy of the hotel and manage day-to-day yield operations.
- Daily pick-up report analysis & strategize the distribution channel for the upcoming months.
- Perform competitive benchmark studies and follow market trends to optimize revenue possibilities.
- Create and maintain a 13-month rolling demand calendar.
- Create and develop pricing strategies with the General Manager.
- Provide a monthly dynamic forecast of expected results, variances and budget comparisons.
- Manage and oversee strategy for all distribution channels and agency partners.
- Analyse overall monthly resort performance and provide a summary report with recommendations to improve long-term strategies.
- Ensure all related systems are configured correctly, validated and working to full capacity.
- Oversee and audit the standards and operations of the reservations department liaising with the Finance department.
- Ensure web site booking process is maintained up-to-date and functional.
- Ensure hotel personnel is fully competent in the use of all systems.
- In-charge of reservations of the resort and assisting Sales & Marketing.
- Conduct quarterly property performance reviews and develop strategic and tactical action
- Responsible for best practice standards to include: competitor analysis; environmental scanning; market modelling; distribution yield management; business mix yield management; length of stay yield management; inventory availability by channel; pricing control and new pricing concepts
- Evaluate the performance of distribution partners and contracted rates (OTA, FIT, tour operator, corporate, consortia, crew, groups, etc...).
- Ensure smooth working of channel manager systems.
- Reduce the cost of distribution by finding new less expensive means of delivering business.
- Prepare an outline for and support the annual revenue budget process.
- Inspire Hotel's HODs to further embed a revenue management culture.
- Take charge of Asian market, Middle East market and Russia-CIS market of the resort with Tour Operators and Travel Agents.
- In charge of creating and processing online marketing strategies and marketing materials.
- Regularly contact the local DMCs, Overseas TOs and TAs to ensure a good relationship and flow of business is maintained.

## TECHNICAL SKILLS

- Microsoft Windows (98, 2000, ME, XP, 7, 8, 10), Linux, DOS, MAC OS X
- OPERA PMS, Vision
- Database Management Systems, Statistical Software
- Adobe Photoshop CS6, CorelDraw X7
- Well versed with MS Office
- C, C++, JAVA, Python, PERL, SQL

## STRENGTHS

- Creativity
- Team Player
- Logical & Analytical capabilities
- Resilient
- Empathy
- Presentations
- Interpersonal Communication

## TRAININGS AND CERTIFICATES

- Google AdWords Expert (Google)
- Digital Marketing Specialist (Manipal University)
- Cloud Computing and Big Data (Microsoft)
- PHP MySQL (NIVT Kolkata)

## PERSONAL DETAILS

- Nationality : Indian
- Marital Status : Married
- Languages : English, Bengali, Hindi
- Hobbies : Photography, Travelling, Painting & Art, Football & Badminton, Digital Image processing

*“To thrive towards Excellence will guarantee you Success”*