

POOJA MAZKOORY

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Date of Birth: 12 September 1989

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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 Quereshi, 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 barters that were ongoing like OOH Barters 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 Jadhavgadh, 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 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

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