



NEHA SINGH

Head – Marketing and Communications

Project Coordinator / Team Manager (team size: 40 permanent + 30 trainees)

Delhi & Himachal

14 Years' experience.

www.thesirmourretreat.com

EDUCATION

SRMCEM, Lucknow (UPTU)

2005-2007

MBA - Human Resources and Marketing.

Lucnow University

2002-2005

BSc – Computer Science, Mathematics, Physics

WORK EXPERIENCE

The Sirmour Retreat- Head of Marketing and Communication (Internal and external communications)

February 2011- October 2020

More than 11 years of experience in managing sales/marketing and strategy development, budget management, multi-level marketing and advertising brand management for the Resort.

Currently working with THE SIRMOUR RETREAT as a Marketing and Communication Head.

Recommended and appointed as Assistant Marketing Manager simultaneously with Admin Responsibilities.

Proven ability to deliver high quality Guest Services.

Successful track record of problem solving and taking initiatives to enhance customer and team satisfaction.

Experience in managing and monitoring various areas – Group booking (complete itinerary), Event Coordination/ Project coordination/ Advertising / Marketing/ Cost Control/ Event Management Activities etcetera.

An effective communicator with good relationship management skills backed up with a Team Player spirit and strong interpersonal skills.

PROFILE

A growth-driven professional with 12+ years of experience; combining in-depth market knowledge and analytical mindset with team-leading skills to contribute to organizational growth. Possessing strong interpersonal and communication skills and business acumen.

CONTACT

PHONE:

+91-9871444019

WEBSITE:

www.thesirmourretreat.com

EMAIL:

neha.s8584@gmail.com

HOBBIES

Travelling

Reading

In depth analysis of any topic I like

Achievements:

- ✓ When I joined TSR in 2011, it was 12 room property with one restaurant and a bar.
- ✓ I have added 18 new rooms, 1 new restaurant, 2 cafeterias, adventure sports, in house games, kids section, and rain dance.
- ✓ TSR is now a no.1 property in region
- ✓ Ensure rank 1 (5 *) on all OTAs
- ✓ Made and maintain a brand for a property which is based in totally unexplored place and there is no connectivity of public transport.
- ✓ Glad to flaunt that I have created a brand and made a no.1 property.
- ✓ Joined as sales executive and working as Head-Marketing and Communication

Relocation: Willing for both domestic and international.

I hereby declare that all the information provided by me in this application is factual and correct to the best of my knowledge and belief.

NEHA SINGH | +91-9871444019

Excellent communication and organizational skills to foster positive work environment

Result professional with a proven track record.

Trained in various tools of Resort Management, Marketing for Resort, Advertising and Brand Management.

Expert at managing customer centric operations & ensuring customer satisfaction by achieving delivery & service quality norms.

Expert in Grievance Handling and providing required treatment.

WEBDRIVER

<https://webdriver.in/>

May 2021 – till now.

Chief Technical Officer. | Team Management – 7 teams – 97 members.

Antops Technologies – Project Manager

<http://www.antops.com/our-team.php>

Sept 2019 – April 2021 | Taking care of Australian and US based clients.

/ Website designing and Development

Networth Stockbroking Limited – Product Manager

2010-2011 | Taking care of portfolios of HNI clients.

Anagram Stock broking Limited – Team Manager

2008-2009 | Equity advisor

JOB ROLE & SKILLS

Management of all Advertising and Marketing activities

Revenue generation and cost control

Team lead – Sales (making strategies and achieving targets, Team Management and event coordination.

Understanding client requirements and communicate the same to various teams and ensure the implementation of all requirements

Resource and staff management.

Travel planning (Location – Travel – Activities – Itinerary - Menu)

Planning and managing corporate events, off-sites and trainings.

Maintaining strong business relations with Travel Agents.

Managing Bookings (Corporate Clients, Events & Individual Travelers)

Developing marketing policies and procedures.

Creating offers for value addition.

Ensuring coordination among the staff, teams and guests.

Ensuring good client relationships.