

SHREEYESH VENE

1078 Cobble Hill Drive, Nepean, ON K2J 3L7

Email: Shreeyesh.mohan@gmail.com | Phone: (613)-413-6574 | LinkedIn: <https://in.linkedin.com/in/shreeyesh-vene-bb901016>

Analytical Marketer

Proactive professional with seven years of proven sales success working with diverse group of organizations and clients. Collaborative manager interested in personal development to coalesce together as a strong team to achieve goals. Adept at analyzing residents' needs and tirelessly working with them to find solutions. Excellent communication skills to build rapport with potential residents and colleagues alike. Focused on delivering revenue growth and developing all available market opportunities for business optimization.

CORE COMPETENCIES

- Business Development
- Strategic Sales Planning
- Budgeting and Reporting
- Customer Service
- Critical Thinking
- Data Analysis
- Soft and Hard Sales
- Coaching/Mentorship
- Negotiation Techniques
- Client Assessment and Analysis

PROFESSIONAL EXPERIENCE

SALES CONSULTANT

November 2020 – Present

Chartwell Retirement Residences, Nepean, ON

Manages sales and marketing for Riverpark Retirement Residence (161 suites)

- Leverages Chartwell's consultative sales processes to help seniors and adult children make informed decisions when choosing a retirement residence.
- Drives occupancy levels and meets or exceeds established sales targets.
- Manages telephone inquiries, converts them to personal visit bookings.
- Conducts personal visits, follows up on leads, closes sales through lease signings.
- Develops, promotes, and implements marketing plans and events.
- Creates, retains, and grows portfolio of strategic networking partnerships with local healthcare community and within community at large.

ACHIEVEMENTS:

- Drives referrals and traffic through community presentations to hospitals, pharmacists, local doctors, and community centres, delivers brochures and activity planners at area Shoppers Drug Marts.
- Tracks sales activity in CRM database, analyzes reports to identify sales trends specific both to the residence and community at-large.
- Continues to build qualified lead database.
- Created "Care-Kits" that were delivered to prospective residents and discharge planners within hospital setting highlighting benefits of retirement community living.

SMALL MEETINGS AND CATERING MANAGER **Ottawa Marriott Hotel, Ottawa, ON**

October 2019 – October 2020

Worked in conjunction with large market sellers to identify small meeting and catering event opportunities to maximize production from existing and prospective accounts.

- Marketing opportunities included but were not limited to: Associations, Corporate, Government, Weddings, and Social Catering (socials, graduations, embassy events, Christmas parties, etc.)
- Responded to incoming inquiries, mined existing customer data base and solicited for new opportunities, prospected for new business, conducted outside sales calls, entertained clients when necessary, attended industry trade shows and networking events, and fostered relationships with local industry suppliers.
- Provided information of importance regarding clients to operational departments, upgraded and upsold menus where possible, was prompt and accurate in communication, finalized BEOs, followed up with customers to keep event plans on track.
- Performance evaluations based on achieving personal sales activities, such as prospecting and outside calls, entertainment, catering revenue goals.

ACHIEVEMENTS:

- Co-developed sales strategies and action plans toward achieving maximum revenues, being profit-minded, remaining aware of budgetary constraints, forecasts, and periods of need.
- Quoted and negotiated prices within established hotel parameters using Marriott tools and negotiated contracts with prospective customers.
- Sold and detailed customer programs, and effectively communicated to all hotel departments about upcoming banquet events.
- Organized information necessary to successfully execute the groups' needs, including finalizing food and beverage requirements, and meeting room set-up specifications.

BUSINESS PRODUCT SPECIALIST. **Connect6 Group (Rogers), Toronto, ON**

May 2019 – July 2019

Business-to-business representative of telecommunications projects for Rogers Communications Canada Inc. at commercial locations in assigned region.

- Promoted client products and services in a professional and timely manner.
- Signed up customers for products (cable, Internet and phone)
- Reported daily results in easily understandable and readable form.
- Provided excellent customer service, avoided customer complaints by being honest and transparent about the telecommunications projects being offered whenever possible.
- Reliably predicted availability for scheduling purposes, adhering to schedule once committed to.

ACHIEVEMENTS:

- Consistently met or exceeded specified sales targets.
- Received favourable reviews from customers about services offered.

SALES AND MARKETING MANAGER **The Fern Residency Hotel, Mumbai, India**

Nov 2014 – Feb 2019

Marketed and sold guest rooms, banquets, conference rooms and other hotel services to corporate, government and social clients, prepared and presented proposals, responded to RFPs in a timely manner.

- Oversaw development and implementation of departmental strategies and ensuring implementation of brand service strategy and marketing initiatives.
- Liaised with customers to build rapport and maintain long-term relationships.
- Prepared effective correspondence and rate agreements with clients and maintained internal booking reports, wrote regular reports to senior managers detailing marketing team efforts and results attained.
- Defined key marketing goals and identified marketing channels to achieve objectives.
- Analyzed and solicited RFPs to ensure hotel met or exceeded management and owner revenue/profit goals and expectations.
- Collaborated and communicated with property contact and internal cross-functional teams to collect input on business opportunities
- proposed approaches to meet changing business needs.
- Created annual sales and marketing and implementation plans for the property, managed budget.
- Constantly reviewed hotel performance and business trends, revised sales and marketing plans accordingly.
- Supported determination of KPIs and specific goals for properties, monitored progress against goals and provided reports and information detailing progress.

ACHIEVEMENTS:

- Increased revenue and gained market share through aggressive direct sales techniques and strategic e-commerce sales and marketing efforts.
- Created and implemented loyalty programs and promotions to attract new business travel accounts and stimulated repeat business.
- Clearly defined success metrics and strategic ROI initiatives.
- Utilized revenue management techniques by profitably negotiating room rates and function space commitments in order to enhance hotel's financial performance.
- Actively monitored key performance metrics of sales team
- identified challenges and created new solutions applying proven problem-solving techniques.
- Inspired team performance using proven behavioural-based coaching, motivation and management methodologies.

BUSINESS DEVELOPMENT MANAGER. **Tirupati Enterprises. Mumbai, India**

May 2012 – Oct 2014

Identified and generated sales leads and booked appointments for meeting clients.

- Effectively communicated with clients to pitch products.
- Connected with prospects via email, phone and social media to build rapport.
- Balanced interests and demands of multiple stakeholders.
- Created weekly schedule to plan and organize activities.
- Accurately recorded lead and contact information in CRM.

ACHIEVEMENTS:

- Maintained accurate database of retailers, purchasers, sales and inventory.

- Gathered current knowledge of competitor's products, highlighting disadvantages and promoting relevant features.

SERVICE INTERN

December 2011 – April 2012

Hotel Terrace, Engelberg, Switzerland

- Accommodated groups of guests during peak periods of morning, noon, and evening.
- Served individual guests in restaurant.
- Prepared tables for breakfast and evening dining service.
- Operated bar/beverage service, readied seminar rooms for upcoming events.
- Implemented HACCP system for cleaning and inspection.

EDUCATION & TRAINING

MASTER OF BUSINESS ADMINISTRATION – GLOBAL MANAGEMENT

City University of Seattle, 2013

BACHELOR OF ARTS IN SOCIOLOGY & COMMERCE

Mumbai University, Mumbai, 2010

DIPLOMA IN AVIATION & HOSPITALITY MANAGEMENT

Kingfisher Training Academy, Mumbai, 2010

TECHNICAL SKILLS

- Microsoft Office Suite: MS Word, Excel, PowerPoint, Outlook
 - Salesforce CRM
 - MIS Reporting

REFERENCES AVAILABLE UPON REQUEST