



**Mahalakshmi Raghunath**  
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**CAREER OBJECTIVE:**

I look forward to associate myself utilizing my skills and be a part of an organization with a challenging and dynamic work environment, to contribute to its growth, as well as to upgrade my skill sets and perception and to achieve excellence in my field.

**WORK EXPERIENCE:**

**ELITE HOSPITALITY**

**Sales Manager** from 9<sup>th</sup> Jan, 2020 till date

**UNILEVER**

**Key Account Executive – Modern Trade & Pharmacy**

From 12<sup>th</sup> June 2018 till 26<sup>th</sup> Dec, 2019

- Plan and execute various activities as per company strategy to secure our products availability and visibility on the market place
- To achieve monthly sales and collection Targets
- To negotiate and finalize BDA with customer
- Achieve perfect store target
- Implement annual BDA
- Plan/execute the brand activations for the customer
- Periodic shop visits to control the visibility, availability, pricing, promotions, competitor events
- Control of the credit notes/money collections and making sure raising Credit notes on time

## **AFRICAN AND EASTERN BAHRAIN**

**Trade Marketing Manager** from 8<sup>th</sup> April, 2018 to 10<sup>th</sup> June, 2018.

- Focus on developing promotional programs that attract business
- Development and execution of trade / consumer promotions including pricing, sales estimates, operations liaison and POS development
- Recommend and develop local market promotions to promote sales
- Proactively communication and build relationships
- Work closely with sales team to ensure trade marketing strategies are aligned with sales objectives and revenue targets
- POS Allocation / Visibility standardization at all channels.
- Work closely to manage and monitor all Brand Activation.
- Attending and presenting at trade shows and events on behalf of the business.

## **ELITE HOSPITALITY GROUP BAHRAIN**

**Sales Manager** from 1<sup>st</sup> December, 2017 to 5<sup>th</sup> April, 2018.

**Assistant Sales Manager** from May 2012 to November, 2017.

**Sales Executive** from Oct 2008 until April, 2012.

- Designing and implementing a strategic sales plan that expands company's customer base and ensure its strong presence.
- Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs.
- Identify emerging markets and market shifts while being fully aware of new products and competition status.
- Coaching and performance monitoring of sales representatives.
- Ensuring that standards are consistent, managing the first impressions of the company and of its brand.
- Maximizing room occupancy at best rates and using up-selling techniques to promote hotel services and facilities Includes banquet bookings and confirming a broad range of events for both corporate and social events.
- Negotiated pricing including sales minimums and menu pricing, conduct site visits, prepare and send out proposals and contracts.
- Organize corporate, social and fundraising events, including site tours, menu tasting.
- Contribute in setting departmental objectives, work schedules, budgets, policies, and procedures.
- Prepared daily, weekly, monthly and quarterly sales reports.
- Continually provide good communication and work relationships with all hotel departments and build customer loyalty and client base.
- Conducting monthly performance meetings with senior managers.
- Managing, training and developing staff.
- Observing the market and identifying trends.
- Dealing with any enquiries and complaints and monitoring customer service.
- Established new accounts and increase rooms and banquet sales by an average of 30 % every year.

- Met and exceeded all quarterly sales target by an average of 40% from my targets.

### Cabin Crew:

Worked with **GULF AIR** as Cabin Crew from May 2006 to May 2008.

And **Kingfisher Airlines (INDIA)** for 10 months from June 2005.

- Maintain high quality airline standards n procedures with best services catered to comfort at their seat.
- Pre-flight briefings note down the about the special guest on board i.e Special handlings, medical case and Deportees etc...
- Responsible for safety n security check of assignment zones.
- Knowledge to deal with in flight emergency situation, also demonstrating the safety procedures to follow in case of emergency situation.
- Dealing with individuals from different background and culture in professional and matured manner.
- Throughout the journey safety and comfort are monitored and taken care off. Experienced with multi culture and diverse environment.
- Professionalism and high standard of grooming of individual and cabin throughout the flight.
- Update information with regular assessment and training programs.
- Updated product knowledge and answering any flight questions or queries.
- Dealing in polite manner with difficult passenger & any given tricky issues firmly not to create panic.
- Reporting the supervisors on any serious issues and submitting report.

### Other Part Time Jobs

Worked as Professional Model for 4 years for leading brands T.V commercial, print Ads and ramp shows.

### Training Programs / Certificate received

- Certified with SEP, First AID, CRM, Aircraft Security compulsion program, Dangerous goods, Air restrains training.
- Attended Leadership training by Deepak Chopra
- Attended a training for mind mapping and creativity by Mr. Tony Buzan
- Attended a training program for emotional intelligence Mr. Richard Boyatzis.
- Attended a training program for Sales & Marketing Strategies.
- Attended a training program at Elite Group for Fundamentals of professional sales.

### **Educations Qualifications:**

**Graduated PUC in Commercial Arts** from Bishop cottons women's Christian college, Bangalore, Bangalore University 2004.

**SSLC:** From MMES, Bangalore, Bangalore University 2000.

### **Computer skills:**

Operating Systems: Windows 9X, Word, Ms Dos, Ms Office,  
Power point and Basics in Microsoft Excel.

### **Linguistic Proficiency:**

English, Hindi, Kannada, Tamil, Telugu, Basic work level Arabic.

### **Personal Details**

FATHER'S NAME: RAGHUNATH D. S. (Late)

MOTHER'S NAME: JAYALAKSHMI.

DATE OF BIRTH: 30<sup>TH</sup> NOV 1985.

NATIONALITY: INDIAN.

GENDER: FEMALE.

PERMANENT ADDRESS: #448, 4<sup>TH</sup> CROSS, SRIDEVI NILAYA,  
CHURCH STREET, NEW THIPPASANDRA,  
BANGALORE, 560075, INDIA.

Mobile No: +973 33390302

**International Driving License** No. 851115292 Issued in Bahrain

**Hobbies:** Traveling, Music, Cooking, Reading.