



# PAKIN CHALULAKSANANON

BUSINESS DEVELOPEMENT MANAGER ( SALES )

## Profile

BDM & Sales Manager in hospitality industry with more than 10 years experience. Involved in new B2B acquisition and B2B account management to maximize revenue for both partners and the company with the propose to hit the KPI to maintain good performance. Now, I am looking for an opportunity to use all of my soft skills that I have to apply with the related jobs in any industry.

## Skills

### Skill group

Account Management	●●●●●
Sales	●●●●●
Marketing	●●●●●
Negotiation	●●●●●
Communication	●●●●●
Time Management	●●●●●
Leadership	●●●●●
Training	●●●●●
Customer Service	●●●●●
Business Analysis	●●●●●
Presentation	●●●●●

## Contact

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## Experience

### Business Development Manager

Zuzu Hospitality Solutions, Thailand | Dec 2018 - Apr 2020

- Acquisition of ZUZU Hospitality Solutions new partners
- Achieve growth and hitting or exceeding the sales target
- Understand the industry, identify opportunities and can develop and implement new sales initiatives and strategies to achieve the goal
- Manage the pipeline to forecast to meet targets
- Recruit, Coach & train new associate who join the company
- Demonstrate HMS & Channel manager to prospect partners
- Build & retain relationship with new & existing partners by understanding customer's needs & expectations for revenue generation purpose
- Ensure positive results after sales by working with revenue team to maximize revenue & profit

### E-Commerce & Sales Manager

Praya Palazzo Boutique Hotel, Thailand | Jan 2017 - Nov 2018

- Maintain strategies for E-Commerce systems functionality and to ensure that sales strategies and rate restrictions are communicated, implemented and modified and reporting abnormalities to DOS Manages inventory, rate and promotion to maximize revenue to hit target
- Generates reports on E-Commerce systems and continually analyzes booking patterns
- To assist DOS to manage revenue in each market sections such as travel agent, OTAs, hotel website, direct RSVN & walk-in and complimentary by planning and managing a set of KPIs to achieve overall budgets including sales, margin, etc
- Managing and monitoring outbound, digital platform and reservation to deliver customer satisfaction
- Conduct regular competitor and market analysis on range and be aware of competitor promotions and recommend relevant product development actions

## Achievements

### Achievement

- Service Start Award at AIS for delivering outstanding customer service
- Quest Qor The Best at Skycity Casio for being an outstanding staff
- MA of the year,2015 at Expedia for delivering great performance in term of rate & allotment



## CERTIFICATES

**IELTS:** 6.5 out of 9

**TOEIC:** 775 out of 990

## Project

- Birthday Celebration Event for Expedia Thailand Office Monthly to increase engagement of its staff
- Partner Appreciation Day Event Yearly to increase engagement of partners and for them to understand the goal of Expedia on that year . This event must be followed by the guideline of brand standard

## Market Associate

Expedia, Thailand | Jan2011 - Dec 2016

- Increase revenue opportunities by secure inventory, rate, value-added and promotion against competitors
- Aid in business development with the acquisition of new properties and renewals
- Consult with hotel partners to secure competitive rates and deliver improved metrics & improve product competitiveness through price renegotiation
- Evaluate market trends and competitor activity & provide the Market Management team with analysis and recommendations for potential actions and next steps.
- This includes, but is not limited to: analyzing market competitiveness reporting, prioritizing daily, weekly hotel calls, reporting and tracking progress of programs and initiatives, and analyzing their impact on market performance
  - Manage promotional campaigns in market, including pitching promotional opportunities to partners and soliciting deals from hotels
  - Prospecting new hotels and regional chains and participate in contract negotiations as needed.
  - Support the process of onboarding a new partner upon acquisition of a new property by promoting the full product suite and initiatives and educate current partners on the full use of products and tools

## F&B Attendant

Skycity Casino, Darwin, Australia | Nov 2009 - Nov 2010

- To maintain a high customer service and to maintain high team focus by showing cooperation and support to colleagues in the pursuit of team goals.
- To maintain an environment that promotes fair, creativity and consistency in the quality of service delivery and presentation.
- To ensure that all food Safety Management Program policies and guidelines are followed and implemented.
  - Serve and clear food and beverage items in an unobtrusive and professional manner.
  - Ascertain a guest's satisfaction and handle any problem, which may arise informing a manager of the problem and how it was resolved.

## Sales Assistant

Starboard Cruise Services , Miami, USA | June2008 - June2009

- Initiate conversation :ask open-ended questions to determine customer needs and present merchandise with enthusiasm
- Answer all questions regarding the merchandise and outline features and benefits
- Process sale and Utilize add-on selling, and merchandise upgrading techniques to maximize sales to accomplish goals in a team atmosphere Uses problem-solving methodology for decisionLmaking / follow-up.
- Solve problems when customers complain immediately and report to manager on duty

## ● **Customer Service Officer**

AIS, Thailand | May 2004 - May 2008

- Ability to up and close sell
- Pay intensive attention and listen to their problems to solve problems
- Coordinate with other departments to solve customers problems
- Offer the right promotion to customers base on collected data
- Give the right information about technology & mobile phone

## Education

### ● **Master of Science in Technopreneurship and Innovation Management**

Chulalongkorn University, Bangkok, Thailand | 2012 - 2014

E-Commerce, International Business, Marketing and Innovation Management, Leadership and Change Management, Product Planning Development etc.

### ● **B.A. of English Communication**

Ramkhamhaeng University, Bangkok, Thailand | 2001 - 2004

English Communication

## Referees

### **Ratchaneekorn Wattanarapa**

Head of Business ,Thailand

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### **Orapan Worawattananon**

Marketing Manager

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