

SHASHANK SHUKLA

Business Development | Digital Marketing & Growth Strategy | Aspiring Product Manager
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Professional Summary

Agile and data-driven business development professional with **4+ years of experience** in hotel supply management, territory sales, digital marketing strategy, and market expansion. Skilled in strategic business planning, pricing negotiation, portfolio management, and cross-functional team leadership. Leverages AI-powered tools and data analytics to optimize decision-making and accelerate growth. Experienced with Google Ads, Meta Ads, Power BI, Tableau, Google Analytics, and R Programming. Aspiring Product Manager with a need-based solution approach.

Professional Experience

Assistant Manager – Hotel Supply

Jan 2025 – Present

MakeMyTrip – Varanasi

- Drove market growth of **37% in Room Nights** and **25% in GMV** (OND 2025 vs. 2024), managing hotel accounts in Varanasi for leisure and pilgrimage travel.
- Spearheaded market expansion of UP East, developing Tier-2 and Tier-3 cities (Mirzapur, Jaunpur, Robertsganj) for the GO-MMT platform.
- Utilized AI-driven analytics and automation tools to identify high-potential properties, forecast demand patterns, and optimize pricing strategies across the portfolio.

Senior Business Development Manager – Hotel Supply

Jun 2022 – Dec 2024

MakeMyTrip – Varanasi

- Managed complete lifecycle of hotel portfolio: onboarding, training, strategic business planning, pricing and margin negotiation, content development, advertising, and individual account growth monitoring.
- Organized and improved digital footprint of key hotels through a self-driven strategic profile enhancement initiative, resulting in increased visibility and booking conversions.
- Spearheaded content-driven strategies leveraging Sponsored Listings, VDI, ORC, special holiday rates, Last Minute Rates, Early Bird Deals, and D0 rates to enhance hotel visibility across funnels and drive Room Night growth.

Territory Sales Supervisor

Nov 2021 – Jun 2022

MRF Ltd – Raipur, Chhattisgarh

- Managed and supervised a dealer network of 29 MRF Exclusive, Tyres & Services, and multi-brand dealers across the Central Region of Chhattisgarh.
- Handled monthly sales forecasting of over **INR 9.8 Crore** for commercial and non-commercial tire segments.
- Executed market penetration strategies by scouting and appointing new dealers and fleet customers; conducted product-specific marketing campaigns (TOMMY, POMMY, LOT, BOT).

Operations Intern – Industrial Arc Welded Pipes

Jun 2020 – Jul 2020

Jindal SAW Limited – Mathura

- Gained hands-on experience in supply chain operations for Helical Submerged Arc Welded Pipes.
- Built dashboards, forecasting models, and analytical reports in Excel; maintained structured datasets for authorized retrieval.

Education

BTech (Mechanical Engineering) – MBA (Integrated)

2016 – 2021

Lovely Professional University, Punjab

Class XII – E.C.P.S.S School, Prayagraj (2016) | Class X – Daffodils Public School, Mirzapur (2014)

Awards & Recognition

- **Region Star Award – OND 2024 & JFM 2025 Quarters** – Highest growth in RPD and GMV across the entire East Region (Uttar Pradesh, West Bengal, Bihar, Jharkhand, Odisha, Arunachal Pradesh).
- **Academic Excellence Award** – Honor Ceremony, Lovely Professional University (2019).

Core Competencies

Business: Business Development | Hotel Supply Management | Strategic Planning | Market Expansion | Revenue Growth | Pricing & Negotiation | Portfolio Management | Key Account Management | Dealer Network Management

Digital Marketing: Google Ads | Meta Ads | AEO/GEO | Social Media Marketing | Content Strategy | Campaign Optimization | Conversion Rate Optimization | Performance Marketing

Analytical & AI: Data-Driven Decision Making | AI Tools & Automation | Sales Forecasting | KPI Tracking | Dashboard Reporting | Product Management

AI & Web Development: AI-Assisted Development (agentic coding workflows) | Next.js & React | GitHub | Vercel Deployment | End-to-End Website & Web-App Builds | API & Payment Integrations | Rapid 0–1 Prototyping

Tools: Excel | Power BI | Google Analytics | Google Ads Manager | Meta Business Suite | Tableau | R Programming

Certifications: Business Strategy – edX (2021) | Excel Skills for Business (2020)