

Laxmi Bashyal

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Professional Summary

- Creative Marketing Executive with 6+ years of experience in hospitality industry in marketing campaigns, multimedia, event branding, social media, news media, advertising, events, image campaigns and print design.
- Track record in creating marketing strategies leading in increased website traffic and productivity of the hotel websites.
- Looking for a suitable position in Marketing field and open for Administrative Assistant or Personal Assistant role.

Key Skills

- Building Online Marketing Strategy, Digital Media Marketing plan
- Brand Management, Brand Creation, Market Research
- Social Media Marketing (SMM), Digital Branding
- Media Management, E-newsletter, Social Media Campaigns
- Budget Management, Customer Experience, Customer Relations

Work Experience

Aloft Kathmandu Thamel, Nepal – Marketing Executive

July 2019 to Dec 2020

Fairfield by Marriott, Nepal - Marketing Associate

Oct 2017 to May 2019

Responsibilities:

- Maintain the Corporate Marketing Activity Calendar & Budgets to plan and execute all branding & communication required with external resources - Creative, Media, PR & Digital to meet deadlines at all times
- Creation of Marketing briefs for all resources and budget note for every activity for internal approvals.
- Coordination with PR agency to ensure free flow of key information and follow-up to ensure press releases, photographs & interviews for the hotels brand.
- Tracking and maintaining records of hotels advertising & PR campaigns across all publications, radio, web including outdoor executions.
- Responsible for managing content on F&B social media channels such as but not limited to Instagram, Facebook, TripAdvisor etc. including strategy and execution.
- Tracking of competition marketing activity including advertising campaigns, media spends, press releases.
- Management of regular dip-stick studies with guests at the Hotel & F&B outlets especially during major marketing initiatives and internal presentation of the same.
- Meeting publications, vendors, agencies and updating the GM & Marketing Manager on information which will add value
- Strict adherence to Brand Guidelines, company policies and standards in all Marketing efforts.
- Regular collection of customer databases and maintenance for Direct Marketing campaigns across the Hotels
- Use sales techniques that maximize revenue while maintaining existing guest loyalty to Marriott.
- Assists in coordination of rooms and food and beverage promotions.
- Coordinate on-property visits from media, including reservations, amenities, special requests, and dining. Hosted F&B events and staycation experiences for bloggers, media and influencers.
- Partnership and tie ups with radio channels, F&B platforms like food aggregators.
- Managing online communities and building a social CRM that can be leveraged to improve visibility, customer satisfaction, engagement and advocacy of the hotel's restaurants and bars, talent and products.

- Respond to all daily general media inquiries or refer to an appropriate spokesperson.
- File and update press database, digital library, and press clippings.
- Prepare or edit letters, invitations, monthly and quarterly press reports, and news releases, using word processing, spreadsheet, database, or presentation software
- Understanding key customer satisfaction drivers and contribute social media-specific solutions that enhance the hotel's F&B reputation and presence online.
- Collaborate with best bars and pubs to invite International and National celebrities visiting there and inviting them for stay in our hotel to promote our hotel and brand.

Park Hyatt Dubai, Dubai, UAE

March 2016 to Sep 2017

Hyatt Regency, Kathmandu, Nepal

Feb 2014 to Feb 2016

Position - Restaurant Server / Hostess / Room Service / Order Taker

Responsibilities:

- Welcome guests in a warm and friendly manner.
- Ascertains their dining/lodging needs.
- Seats guests and manage the seating chart.
- Monitors restaurant activity to determine seating and dining flow.
- Responds to guest inquiries and requests in a timely, friendly, and efficient manner.
- Performs opening and closing duties, as needed.
- Assists others with side work including, but not limited to cleaning, stocking, folding silverware, etc.
- Helps fellow team members and other departments wherever necessary to maintain positive working relationships.

Achievements/Trainings

- Invited several National and International celebrities for stay at Aloft Kathmandu Thamel resulting in increase of sales and followers on social media pages.
- Successful completion of Cross Training in Events Planning.
- Part of Thai Kitchen Restaurant team that won multiple Best Restaurant awards.

Education

- 2012 – Bachelors in Hotel Management from White House School of Hotel Management, Nepal
- 2008 – HSEB from Capitol Hill College, Nepal
- 2006 – Araniko English Boarding High School, Nepal

Technical Skills

- Environments: Windows
- Social media tools

Personal Details

- DOB : 11/01/1990
- Nationality : Nepali
- License : Spouse Visa
- Languages Known : English, Hindi, Nepali
- Hobbies : Dancing, Traveling, Reading books