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Summary

Management Professional with over 15+ years of experience in the field of Operations, Sales and Marketing, Social Media Marketing, E-Commerce.

Fitness Industry, Customer Service and Contract Management in Asia and Middle East region.

Excellent exposure in Property Management and Hospitality sector dealt with key clients, manage various senior stakeholders and deliver top-notch global customer relation management. Strategic thinker, hard-working individual with impressive track-record in building client relationship, streamline operations, develop new business opportunities.

Social Media Marketing, Digital Marketing Professional with E Commerce Experience, well versed in Ad management skills and generating online revenue and scalability.

Able to take full commercial responsibility for contracts administration, accounts execution, maximize profit, customer retention, sales revenue generation, base growth and tenure.

Contributed significantly on generating financial revenue through managing and supporting high-end client.

Experience



General Manager Operations

Fitness First Middle East

Sep 2017 - Nov 2020 (3 years 3 months)

Responsible for leading the overall club operations and revenue performance for one of Fitness First' most successful clubs UAE. Leading & managing team of 26 employees across various disciplines and end responsible for a successful P&L, with demonstrated growth rates and stability.

Responsibilities

- End-to-end responsible for the P&L & delivering operating profit to the stake holder.
- Responsible for all operations and problem solving
- Managing customer Retention & new income streams.
- Annual planning and strategy with monthly and quarterly budgets
- Driving growth and business results by sales, up-sell and other revenue programmes
- Drive membership growth and membership retention
- Membership NPS target 40%, with a demonstrated average of 50 - 60%
- Customer satisfaction and customer service standards
- Recruitment and development of team to ensure growth opportunities of existing employees.
- Managing Club social media promotions
- Strategist plan around defaulters affecting the business
- Maintaining the brand standards and quality of the club.



Internal Sales Manager

The First Group

May 2013 - Oct 2017 (4 years 6 months)



Club General Manager

Zela Luxury Health Clubs

Sep 2009 - May 2013 (3 years 9 months)

Zela is a chain of Luxury Health Clubs. Designed by an award-winning team of interior designers and spaciouly

spread out. Zela clubs are situated in prime locations at the heart of Bangalore City.

- Responsible for overall client retention and generating revenue.
- Plan, prepare and implement the Health Club business plan and managed monthly operating budget.
- Responsible for point of sale operations and ensure retaining existing members to increase sales.
- Executed pre-launch operations by setting company brand standards, HR policies, Recruitment, Sales and

Marketing initiatives, Operations, Events, Services Bookings for VIP members.

- Identify, approve, and manage contract vendors for Cafe service, Spa, Security, IT and Facility Management.



Manager Lobby

The Park Hotels

Jan 2005 - Sep 2009 (4 years 9 months)

India's 1st Luxury Boutique 5 Star Hotel Chain, The Park Group of Hotels is a pioneer in the concept of luxury

boutique hotels in India. Over the 40 years since it was first established, the group has grown in popularity and

prestige, achieving global standards of product quality and service excellence.

- In-charged of general management starting from business development, clients servicing and hotel registrations.
- Develop relationships with new clients and maintain existing client contact.
- Co-ordinated with other departments to guarantee customer satisfaction without interruption in service.
- Ensure cleanliness of lobby, public areas, front office grooming and behavior.

Education



Christ University, Bangalore

Bachelor's Degree in Hospitality Management, Customer Service Management

2002 - 2006

Bachelors Degree in Hospitality Management

- Front Desk Operations
- Customer Service
- Sales & Marketing
- Business Development
- Housekeeping
- Food & Beverage Production

Internship (Front Office Department):

The Royal Orchid, Bangalore, 2005 and 2006

The Le Meridien, Bangalore, 2003 and 2004

Projects Undertaken: A detailed study on the marketing & feasibility projects/industrial projects on Housekeeping & Food & Beverage Production

Licenses & Certifications



Certified E-Commerce Consultant - Shopify



Advanced Social Media Strategy Training and Certification - Instagram



Online Sales Certification Course (SCPS) - Social media marketing agency (SMMA)

Skills

Negotiation • Customer Service • Marketing • Business Strategy • Sales • Business Development • New Business Development • Management • Real Estate • Analysis