

# **Ms. Pavan Kukreja (PK)**

*Education / Hospitality / IT / E-Comm / Digital Marketing*

## Executive Summary

(Open To Hybrid / Remote / Contractual positions)

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### **Professional Career Timeline:**

#### **Jan 1987 – Jan 2010 / USA & Thailand**

- My professional career spans cumulatively 32 + years in - the Education/Hospitality & IT industries, in the US & Thailand.
- 22 years of experience, in the Hospitality field lies in Digital Content Writing, SOP Training, Revenue Management, Sales and Marketing with — Carlson Group of Hotels, Choice International Hotels, Wyndham Worldwide Hotels, Hilton & Cendant Hotels, in the US.
- I bring multi-faceted experience, with multi-branded, cluster hotel portfolios.
- Last 13 years ventured into an entrepreneurial venture.

#### **Jan 2010 – Current**

- 13 years - entrepreneurial venture: BKK Online Workshops/ Bangkok, Thailand
  - conducting Online classes, curated modules for clients in:
  - Public Speaking, English Corporate Business Communication & Leadership Management Skills. Hospitality Diction/Terminology, Customer Service Skills, Cultural & Diversity Adaptation at the workplace.
  - Alongside offering Digital Management, content writing, digital branding workshops.
  - Online Workshops are conducted for both, US & Thailand markets: Corporates, College & HS students.
- Entrepreneur, since 2010, offering freelance Remote & Hybrid services, working in the capacity of a senior marketing/management consultant.
- Extensive hands-on experience in, department training that relates to English Business Communication, Revenue Management, Selling Methods, where I had the opportunity to develop and conduct multiple, "Internet Distribution" and "Strategies for Improving Revenue" for the Hotel businesses. I was tagged as the "GO-TO", person, for ecom-digital market challenges on various content marketing & advertising projects, with OTA, consortium related, rate parity challenges specific matters.
- Intensive in-depth experience in strategic sales in domestic/global accounts. I offer:

- Innovative solutions, problem solving at entry level & crucial, budgeting, manpower augmentation at, contractual levels.
  - Currently, open to share/offer my experience, on a creative knowledge basis, as well as coaching online & considering 100% REMOTE + hybrid, freelancing, & min. 3 months + contractual positions.
  - Hourly: US/Thai Baht – open to discussion (\*DOP)
  - Salary: US/Thai Baht – open to negotiation
  - Eligible work permit / US citizen, based in Bangkok, Thailand.
- \*(DOP = Depending on project scope)

#### CREDENTIALS: Degrees / Certification

- Oct 2023 - Recently, certified - Advanced Executive Program: Public Speaking Course / AIHM, Bangkok, Thailand
  - Bachelor's degree in: Behavioral Psychology & English- St Bede's, Shimla, India
  - Marketing International Business: American University, Atlanta, GA – USA
  - MA: American Anthology: American Literature & Poetry / Chulalongkorn University, Thailand.
  - Senior Teachers Training (STT): Delhi University, India
  - Advanced Technical Skills: Excellent with MS office skills. Reasonably e-com digitally savvy.
  - Hobbies: Amateur Photography / Traveling / Reading / Podcasting – Coming SOON !
- CONTACT: To connect, let's schedule a Zoom/Teams conference call or a phone call for my additional work experience details
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