

ASHISH KOTHARI

ACCOUNT MANAGEMENT | CUSTOMER SUCCESS | CLIENT SERVICES

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Full Irish work authorisation - no sponsorship required | Full clean Irish Category B driving licence

PROFESSIONAL PROFILE

Commercial account-management, customer-experience and marketing professional with 12+ years across hospitality, tourism, aviation, FMCG and education-related accounts in Ireland and India. Experienced in owning client relationships, translating requirements into delivery plans, coordinating cross-functional teams, presenting recommendations and supporting retention, renewals and account growth. Irish experience covers corporate events, proposals, CRM activity, digital marketing, guest feedback and OTA content. Known for organised delivery, clear stakeholder communication and practical use of customer and performance data.

CORE EXPERTISE

Key account management | Customer success and retention | Client engagement and service delivery | Consultative sales | Account growth, upselling and renewals | CRM and lifecycle communications | Stakeholder presentations | Cross-functional project delivery | Reporting and customer insight | Hospitality and MICE partnerships | Digital campaigns | Team leadership

PROFESSIONAL EXPERIENCE

Assistant Manager - Conference and Banqueting | St. Helen's Hotel, Dublin, Ireland **Apr 2024 - Jun 2026**

Promoted from Conference and Banqueting Supervisor to Assistant Manager in Mar 2025

- Managed the client journey from meetings and hotel show-arounds through requirements, event delivery, billing and post-event follow-up, supporting repeat bookings and smooth handovers between Sales and Operations.
- Managed corporate and private events for clients including AIB, Google, Microsoft, Pfizer, Zurich and the IRFU, responding to changing requirements and resolving service issues promptly.
- Led 30-40 staff delivering conferences, weddings and banqueting events for 45-1,000 guests, overseeing rosters, function sheets, training, inventory, costs and service standards.
- Supported the Sales and Marketing team with CRM and seasonal marketing activity through HubSpot and Mailchimp and created approved social and website assets using Canva and Photoshop.
- Maintained Expedia and Booking.com property content, offers, rates and availability and monitored guest feedback across Google, TripAdvisor and OTA channels to identify improvements.

Senior Account Director - Incredible India | McCann Worldgroup, India **May 2023 - Mar 2024**

- Led a 10-person team across client services, CRM and campaign delivery for the Ministry of Tourism's Incredible India account, reporting to the Branch Manager.
- Led the revamp of the Incredible India website, coordinating the collection, review and organisation of destination content from tourism departments and stakeholders across India.
- Led working meetings with Ministry and other government officials, state tourism representatives and OTA partners to agree requirements, secure approvals and progress implementation.
- Coordinated the integration of OTA partners, tour operators and tour guides into the website, translating partner and government requirements into briefs for content, creative and development teams.
- Helped grow the official social audience from 500,000 to 725,000 in six months (+45%) through regional content, user-generated stories and closer partner collaboration.
- Managed Visit India 2023 initiatives including Travel for LiFE, WedInIndia and Hidden Gems and reviewed Adobe Campaign activity across email, SMS and WhatsApp.

PROFESSIONAL EXPERIENCE CONTINUED

Senior Account Director - Dabur and AirAsia | Havas CX India, India

Jan 2021 - May 2023

- Managed both accounts and led a shared 10-12-person command-centre team, reporting directly to the Managing Director of Havas CX India.
- Reduced average first-response time from approximately two hours to 27-30 minutes by improving workflows, response guidance and escalation with client brand managers.
- Converted customer and competitor conversations into account recommendations through social listening, dashboards and reporting in Brandwatch, QuickMetrix and HubSpot.
- Built rate cards, proposals and influencer budgets, handled renewals and secured recurring work from nine additional Dabur brands worth approximately INR 1.5-2.5 million annually.
- Supported AirAsia's trust campaign during its ownership transition, contributing to a 30% increase in app downloads through reliability-focused messaging and coordinated digital activity.

Account Manager - Client Services | Dentsu Webchutney, India

May 2016 - Dec 2020

Progressed from Management Trainee to Account Executive, Senior Account Executive and Account Manager

- Managed client relationships and cross-functional delivery across Expedia, Canon, Omron, Honda, ITC Aashirvaad, Unicharm, BigMuscles Nutrition, Swiggy, Shorelight and Airtel.
- Translated requirements into campaign briefs and coordinated creative, content, media and development teams through approvals, timelines, reporting, invoicing and payment collection.
- Managed the development of campaign microsites for Shorelight and its university partners, including Adelphi, Auburn and a partner university in Chicago, supporting prospective-student enquiry and lead capture.
- Managed on-ground digital and content delivery for Olympia India 2018 and 2019, presented by BigMuscles Nutrition, covering event banners, live social coverage, livestreaming and content creation.
- Delivered Canon PhotoMarathon activity valued at approximately INR 6 million and managed Mailchimp communications covering audience selection, registration, scheduling and performance review.

Assistant Manager - Sales | Hilton Delhi, India

Aug 2011 - Jun 2014

Sales Executive, Aug 2011 - Jan 2013 | Promoted to Assistant Manager in Feb 2013

- Consistently achieved an individual annual sales target of INR 70 million, exceeding target in some years across corporate accommodation, conferences, weddings and banqueting.
- Owned prospecting, account development, show-arounds, quotations, contracts, rate negotiations and booking conversion while supervising two Sales Executives.

EDUCATION AND PROFESSIONAL DEVELOPMENT

MBA, Sales and Marketing | Guru Gobind Singh Indraprastha University, Delhi | 2014-2016

BSc, Hospitality | National Council for Hotel Management, Delhi | 2008-2011

Social Media Marketing Level 2 - HubSpot Academy

SYSTEMS

Salesforce | HubSpot | Adobe Campaign | Mailchimp | Google Ads | GA4 | Looker Studio | Brandwatch | QuickMetrix | Shopify | Expedia | Booking.com | Opera Cloud | Alkimii | PMI | Canva | Photoshop