

MARKETING PERSON OF THE YEAR

UPSCALE TO MID MARKET

RUNNER-UP: CHINNU JIMMY

MULTI-PROPERTY MARKETING COMMUNICATIONS
MANAGER, COURTYARD BY MARRIOTT KOCHI AIRPORT
HOTEL AND KOCHI MARRIOTT HOTEL

Chinnu Jimmy joined Kochi Marriott Hotel in August 2014 when it was in the pre-opening stage and in December 2015, she was promoted to her present role. A major goal in her portfolio was to complete the execution of the new brand rollout, across all hotel departments and ensure brand compliance as per the new standards. Her efforts saw the hotel earn a 94% brand compliant audit. Both the hotels website score is consistently 100% completion post the website upgradation. Last year, she also initiated various celebrity associations, which resulted in either incremental revenue or increase in footfalls. Constantly looking for newer avenues to enhance her marketing knowledge, she has participated in various training programmes such as e-commerce and social media modules of Marriott Global University.



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RUNNER-UP: SHATABDI DUTTA

MANAGER-MARKETING AND
COMMUNICATIONS, SAROVAR HOTELS
AND RESORTS

Currently overseeing 75 hotels across India and overseas, last year, Shatabdi Dutta revamped and deployed a new website for Sarovar Hotels and Resorts to increase online traffic and help it reach 1% overall throughput. She also orchestrated a multi-pronged campaign to increase the brand's visibility and help it reach out to a wider audience pan-India.

The campaign resulted in more than 120,000 visits to Sarovar's website. Around 700,000 people were reached across India through the content and the Facebook page witnessed an increase of 120,000 views during the campaign period.

