

SUSHANT BHARTI

MBA (Marketing & Entrepreneurship)

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Ahmedabad, India

OBJECTIVE

Dynamic and results-driven marketing professional pursuing an MBA in Marketing and Entrepreneurship, with a passion for devising innovative strategies and driving business growth. Eager to contribute analytical skills, creative thinking and leadership capabilities to a forward-thinking organization. Dedicated to delivering measurable results through market research, brand positioning and strategic campaign management.

EDUCATION

MBA (Marketing & Entrepreneurship)

Institute of Advanced Research

2023 - Present

Bachelor of Information Technology

Oriental Institute of Science and Technology

2015 - 2019

EXPERIENCE

Customer Service Representative

Effective Teleservices Pvt. Ltd.

2019 - 2023 Gandhinagar, India

- Addressed and resolved customer service issues, questions, and concerns through online chat or call, adhering to company policies and procedures.
- Provided high-quality customer service to an average of 50 clients per day, maintaining a 90% first-call resolution rate.
- Consistently met and exceeded departmental KPIs while striving for improvement by personalizing interactions with each customer, analyzing their unique needs to recommend relevant products and services, which ultimately enhanced their satisfaction and overall experience.
- Praised for outstanding problem-solving abilities and effectively managing complex customer inquiries and complaints.
- Suggested a new tactic to persuade cancelling customers to stay with the company, resulting in 5% decrease in cancellations.

PROJECTS

Online Mock Test Website

- Developed a platform for conducting online mock tests.
- Enabled users to attempt exams and assess their performance.
- Tech Stack: HTML, CSS, JavaScript, MySQL.

Online Blood Bank

- Created a system to manage blood bank operations effectively.
- Maintained data on blood deposits and associated details.
- Tech Stack: HTML, CSS, JavaScript, MySQL.

SKILLS

HARD SKILLS

Market Research

Strategic Planning

Data Analysis

Search Engine Optimization

Search Engine Marketing

Google Analytics

Brand Management

Social Media Marketing

Product Management

Presentation Skills

Design

CRM Software Proficiency

Content Management System

Sales and Service

SOFT SKILLS

Creativity

Leadership

Time Management

Excellent Communication

Critical Thinking

Interpersonal Communication

Problem Solving

Adaptability

Team Player

ACHIEVEMENTS & EXTRACURRICULAR



Top Performer

Awarded the Star Performer of the Month title multiple times in a row.



Retention Strategy Success

Implemented strategy reducing customer cancellations by 5% monthly.



President Marketing Club, IAR University

Organized industry expert sessions and led the team in case study competition.