



Amit Kumar Gupta

MBA

Marketing, Operations

About

Experienced marketing executive with a strong focus on driving results. Demonstrated success in developing and executing effective marketing strategies to increase brand awareness and engage customers. Proficient in digital marketing and social media management.

Work Experience

Hafele India Private Limited

Channel Sales Intern | Jun 2024-Aug 2024

- Conducted market research by visiting 350 hardware stores across Delhi.
- Identified 50 untapped outlets and established partnerships with 20 new outlets.
- Analyzed market insights for sales strategy improvements.

Skills -Market research, CRM, MS Excel, Customer service, Presentation

Infra bay private limited

Marketing Intern | Jul 2022-Aug 2022

- Conducted cold and warm calling for B2B and B2C sales.
- Generated leads and followed up with potential clients.
- Managed client meetings and relationships, along with digital promotions.

Skills -Traditional marketing , Sales , Cold calling , Customer service , Customer relationship management ,Promotion

TLC Jharkhand

Marketing Executive | Mar 2021-Mar 2022

- Executed cold calling and warm calling techniques to reach potential clients.
- Implemented digital promotion strategies to increase brand visibility.
- Managed customer relationships, lead generation, and lead follow-up processes.

Skills - Traditional marketing, Cold calling , CRM , Customer service

Projects

Capstone Project

- Developed a hypothetical FMCG company DDC
- Conducted market research, competitor analysis, and customer segmentation
- Identified the target market, value proposition, and unique selling points
- Utilized findings to develop a comprehensive marketing strategy for the product

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Skills

- Digital Marketing
- Search Engine Optimization (SEO)
- Presentation
- MS Office
- Clear communication
- Critical thinking
- Technological & digital literacy
- Customer Service

Certifications

- Fundamentals of Digital marketing - Social media marketing | Meta Ads | YouTube Ads | LinkedIn Ads 
Google |
January 2024
- Google Ads Search - Google Ads campaign | Paid marketing | Lead generation | Keywords Planner | Google Trends 
Google |
January 2024
- Customer relationship management - Relationship management | Customer service | 
Great Learning Academy |
January 2024

 Languages

- English
- Hindi

Education

GD Goenka University

MBA | 2023 - Present

Jharkhand Rai University

BBA | 2023 | 69.8%

Holy Cross School

Class XII | 2020 | 78%

SSVM

Class X | 2018 | 87.2%

Achievements

- Led a successful 2-day exhibition, including marketing, sales, and overall management, ensuring a seamless and profitable operation.