Priyanshi Gupta

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🎓 EDUCATION

B.TECH | Electrical Engineering | Ghani Khan Institute Of Engineering And Technology
2023
(WB)
CGPA/Percentage-8.78/10

CBSE(XII) | SMK English Medium School
2017
(UP)
CGPA/Percentage- 80.21%

CBSE(X) | SMK English Medium School
2015
(UP)
CGPA/Percentage-95.00%

🧠 SKILLS

Core Skills :
Sales & Negotiation, Strategic Partnership, Lead Generation, Market Research & Analysis, Client Relationship Management, Communication & Presentation, B2B Sales

Domain/Industry Focus :
Pharma & Life Sciences, Procurement & Supply Chain, Financial Services (Credit Risk, Non-Financial Risk), Commercial Excellence & Digital Strategy

Technical Tools :
SQL, Business Statistics, Python Basics

💼 PROFESSIONAL EXPERIENCE

Business Development Manager | Pronovea Professional Networking
Jun 2024 – present
Noida
- Spearheaded the identification and conversion of high-value leads, securing over **15+ key sponsorships** and negotiating impactful deals, resulting in a **30%+ increase in overall event revenue** within two quarters.
- Cultivated **strategic partnerships with 100+ C-level executives and senior decision-makers** across **Europe** and **MENA** regions, driving global brand presence.
- Collaborated with **marketing, production, and operations teams** to ensure strategic alignment, contributing to a **95% client satisfaction rate** and strong event ROI.
- Consistently exceeded **quarterly revenue targets by 20–35%**, leveraging a **consultative sales approach** and **data-driven outreach strategies** (including LinkedIn, CRM, and email campaigns).

Business Development | ARS Global Infotech
May 2023 – May 2024
Pune
- Used **LinkedIn** and **Email** outreach to qualify, prospect and get in contact with 70% of new leads.
- Heavy Outbound **Cold Calls** targeting Employers that are hiring to market internal top employer.
- Research **Decision Makers** in each department to introduce services and setup meeting to present solution.
- Maintain Ongoing Follow up with Prospective clients both in person and by phone.

🧩 PROFESSIONAL ACHIEVEMENTS

- **Recognized as Top Sales Performer – Q4 2024**, leading the team in **new client acquisition (35%)** and overall **revenue growth**, surpassing quarterly targets.
- **Handpicked from 20+ peers** to spearhead **Pronovea's flagship international summit** in Dubai (Nov 2024), reflecting exceptional performance, leadership, and strategic foresight.
- Successfully **led end-to-end execution** of a high-profile **2-day global conference in Dubai**, overseeing **100+ international delegates**, managing **10+ sponsor partnerships**, and ensuring seamless onsite operations—driving a **40% YoY revenue growth** for the event.

💼 INTERNSHIP

Business Development | Accurate Global Alliances
- We conduct **market research**, gather information of our clients (IT company) and establish relationships with them.
- Send them an **email**, make a **call** and give them a **brief explanation** of the services offered by our business.
- Maintain the **Database** using **MS-Excel** to streamline the process.

Data Analyst | The Sparks Foundation
- Performed **Exploratory Data Analysis** on dataset of a US Retail firm containing 10+ parameters.
- Developed **region-wise insights** & used python tools like **Numpy and Pandas** to **visualize** the data.

- Examined factors affecting **sales & profits** by considering **Geo-Spatial & Economic** aspects and suggested new strategies to increase sales and profit.

📁 PROJECTS

Business Statistics and Analysis Capstone Project | MS-Excel
- **Merged** and **Cleaned** the data of the American Housing Survey for the years 2007,2009,2011 and 2013.
- Performed **Hypothesis Testing** to compare the market values of vacant and occupied houses.
- Built a **Predictive Model** for the market value of housing units using **Linear Regression** in MS-Excel.
- Performed **Holdout Analysis** to measure the accuracy of the model developed.

🗂 POSITION OF RESPONSIBILITY

Coordinator of Cultural team, kristitarang'19 Annual Cultural Fest
. Increase awareness among college students and motivate them to participate in different cultural activities.
. Formulate and Direct various extra-curricular activities in Kristitarang'19.

🏅 EXTRA-CURRICULAR ACTIVITIES/ACHIEVEMENTS

- Won the **"Student of the year"** title.
- Won **1st** Prize in **Smart India Hackathon.**
- Won **2nd** Prize in **Essay writing** Competition .
- Participation in **Modern Dance Championship** in **International Aviation Games Board (BIAG),India.**

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