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**Shravan Kumar Gupta**

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**Career Objective:**

I aspire to work for an organization which provides competitive working environment, thereby putting the best usage to my theoretical & practical knowledge, creating plethora of opportunities for the unscalable growth of the organization & self.

**Professional Experience:**

**Vishwas Fincap Services Pvt. Ltd.**

**Designation: Asst. Vice President- Marketing**

**Duration: May 2014-** Currently working

* Currently working as an Asst. Vice President of the company. Reporting to the MD and is a member of the Company's executive team. Responsible for providing executive leadership, management of the Company's marketing, organization of in-bound and out-bound marketing and operational activities Nationwide, which include: Corporate marketing, partner/channel marketing, product marketing, product management, Retail Marketing, Customer Satisfaction, Retention and Loyalty. Drive the Company's efforts to position itself as a visionary leader and potential in its emerging market and to achieve its revenue goals. My Role includes the following activities:
* Oversee marketing communications including branding, public relations, advertising, seminars, events, market research management, website design and content either directly or on an outsourced basis.
* Define and direct marketing programs for demand creation, lead generation and interface with Sales Team for lead tracking and management.
* Work as Reporting Head of Customer Relationship Team and ensure seamless delivery of services to end customers.
* Oversee product marketing including product launch management, sales training, presentations, sales tools, competitive analysis and general sales support.
* Work with the MD and the other executive team members to identify and develop strategic alliances, raise new ventures, communicate with BDM and close/grow major customer accounts.

* Develop and track metrics and success criteria for all marketing programs and activities.

**Merits Capital Market Services Pvt. Ltd.:**

**Designation:** Associate Vice President-Marketing

**Duration:** Aug 2012 – May 2014

* Oversee marketing communications including branding, public relations, advertising, trade shows, seminars, events, market research management, website design and content either directly or on an outsourced basis.
* Define and direct marketing programs for demand creation, lead generation and interface with Sales Team for lead tracking and management.
* Head of Customer Relationship Executives and Managers.
* Oversee product marketing including product launch management, sales training, presentations, sales tools, competitive analysis and general sales support.
* Develop and track metrics and success criteria for all marketing programs and activities.

**iVentures Capital:**

**Designation: Sr. Manager Distribution**

**Duration:** Feb 2011 – Aug 2012

* Develop and Analyze franchise business model and advertising partner relationships of the sector.
* Suggesting new strategies as per the industry scenario and manage their Distribution Network Pan India.

* Leading a team of business Development Managers & Executives to Acquire New Channel Partners and Develops Company's Business.

**Tata Telecom**

**Designation: Distributor Sales Executive**

**Duration:** April 2008 – March 2009

* To identify the potential Dealer/Customer and convince them to buy the product.
* To collect the Cash/Cheque and Customer Application Form (CAF) from Dealer/Customer and then ensure the delivery of the product at their door steps.

**Few Projects Managed:**

* **SDP and CVP**: Shoppers Delight Plan and Client Value Plan is an innovative marketing strategy in Merits Capital being launched and managed closely by me and my team which later on become huge success for organization.
* **Stock SIP**: Was the part of team in iVentures who introduced unique product like SSIP which later on become the good instrument for retail investor to generate safe return on their investment.
* **A study on applicability of Derivative instruments in Indian stock Market**: I did this study during my Summer Internship in Share Khan Ltd. As Management Trainee.

**Professional Achievement:**

* Awarded with the Bonus for designing the SSIP in 2012 by iVentures Capital
* My Performance has been awarded as grade A+ by Share Khan Ltd during Summer Internship.

**EDUCATIONAL QUALIFICATIONS:**

**Professional:**

**MBA:** Two year full time post graduate program with specialization in Marketing and Human resource from IIPM New Delhi affiliated from International Management Institute, Belgium

**Advanced Global Management** certification Program from **McCombs** **School of Business, Texas University, U.S.A.**

**Academic:**

**Bachelor of Commerce** from Islamia College of commerce, recognized by DDU Gorakhpur University, during the academic session of 2006-2009

**Intermediate** from S.D. Intermediate College, recognized by UP Board during academic session of 2004-2006

**Higher Secondary** from Central Academy, recognized by CBSE during the academic session of 2003-2004

**SUMMER INTERNSHIP DETAILS:**

**Company : ShareKhan Ltd**.

**Position :** Management trainee

**Period of work :** 17-12-2009 – 28-02-2010

**Project Details : “A study on applicability of Derivative instruments in Indian stock Market”**

**Job Profile:**

* To educate the existing and potential investor about stock market as an alternative source of investment
* Understanding the significance of derivatives market, types of instruments present in the Indian stock markets such as future, option and forward.
* To identify the trend of the market and analyzing the scrip before investing.

**EXTRA CURRICULAR ACTIVITIES:**

* A regular blood donator in **“National Blood Bank”.**
* Awarded as Best Boy in academic year 2003 and 2005.
* Poetry awards by **“Sahara India Hindi Newspaper” and “Central Academy”** for writing poems.

**HOBBIES AND INTEREST: \_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Writing poems(HINDI)
* Playing cricket
* Watching Movies

**PERSONAL DETAILS: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Date of Birth : 13th August 1989

Gender : Male

Marital Status : Married

Father’s Name : Mr Girija Shankar Gupta.

Permanent Address : U-65, First Floor, Uttam nagar, Delhi-110059.