**Curriculum Vitae**

**Sandip Kumar Gupta**

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Location :- Ganesh Nagar, Delhi

**KEYWORDS**

Account Manager , Marketing Communication, Brand Manager, Client Acquisition.

**Skills**

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| * Marketing Strategies & Campaigns * Corporate Communications * Strong and Creative Team Leadership * Product & Brand Management * Client Relationship Management | * Business Generation * Market Research and CI * Sales Collateral & Support * Public & Media Relations * Seminars (General/Technical) |
| Career Summary | | | |

* Developed marketing programs for a variety of B2B and B2C clients.Used an integrated approach to create balanced programs for clients.
* Conceptualize and implement marketing campaigns that effectively reinforce the Brand building.
* Delivered 100+ seminars in corporate/ Institute.
* Identified opportunities, researched new product possibilities, collaborated with team and created campaigns for generating revenue in annual sales.
* Worked on catalogs and brochures that enhanced the client’s understanding of complex product features.
* Proven ability to drive marketing campaign with high response rates & execute successful product launches.
* Produced media kit that demonstrated key marketing analytics and demographics for use in sales presentations. Efforts were credited as instrumental in closing numerous high-level deals.
* Leveraged strengths in cost-effective marketing management and vendor/channel-partners negotiations.
* Managed the entire web activity and online content management. Managed online Marketing Strategy for better presence on internet and media search.

**PROFESSIONAL EXPERIENCE :-**

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| **Kabeer Infotech Systems India Pvt. Ltd.** (**Authorised SAP partner**)  (September 2012- April 2014) | **Vaishali Ghaziabad** |
| **ERP Account Manager ( SAP R/3 & B1)** | |
| **Profile Highlights:**   * Generation of New Business and Managing key accounts. * Product Presentation and Module Explanation. * Marketing strategy and Promotional Activities. * Campaigning and Brand Building. * Client Creations and Maintain relationship. * Planning and execution for Advertisement, Seminars and Webinars. * ERP/SAP description and Requirement analysis. * Online Marketing. | |

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| **CETPA InfoTech Pvt. Ltd**. (December 2009 – August 2012) | **Noida** |
| **Asst. Manager (Marketing and Sales)** | |
| **Profile Highlights:** | |

* Service Demo/ Seminar.
* Brand building.
* Client Relationship.
* Business Generation.
* Advertising and Campaigning.
* Marketing and Promotion.
* Online marketing (Articles, Google Adwords, Ads on Websites)

**Responsibilities:**

* I worked as the Member of core planning committee (member of Board of Directors). I was responsible for Planning, Controlling, Directing and Coordinating the Operational, Managerial, Marketing, Advertisement Promotions and allied Activities.
* Managed ERP/SAP client through ITSL as a channel partner.
* Client handling, Follow ups and negotiation to finalize the deal.
* Arranging, Delivering & Executing Technical/General Seminar (100+ seminars).
* Conducting Placement Drives and Interviews.

**Achievements:**

* Handled so many reputed clients like SAMTEL, CEL (Central Electronics Limited) PSU, HP Etc.
* Delivered 100+ High Impact Seminars in Corporate/Universities.
* Successfully handled one of the fortune 500 giants i.e. SIEMENS in the reputed clientele of the company
* Represented company at various forums to its corporate clientele like SAMTEL, CEL etc.

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| **APPIN Technology Lab** (June 2009 to Dec 2009)  **Development Manager cum Technical Expert** | **Dehradun** |
| **Profile Highlights:** | |

* Technical Seminar
* Training – Networking, IT Security, C
* Revenue Generation, Accounting and Client Liaison
* Marketing and Promotion

**Responsibilities:**

* Training- Networking & Information Security.
* Managed Marketing and Promotion related activities.

**Achievements:**

* Added one of the top most University i.e. ICFAI in the reputed clientele of the company.

**PROFESSIONAL QUALIFICATION:**

* B.Tech (Computer Science & Engineering), Babu Banarasi Das National Institute of Technology & Management, Lucknow (Affiliated to U. P. Technical University) in 2009.
* Diploma in IT Security and Ethical Hacking

**ACADEMICS:**

* 12th, UP Board, 2002 From KVPIC, Allahabad (U. P.)
* 10th, UP Board, 2000 From NIC, Panwari Mahoba (U. P.)

**PERSONAL INFORMATION:**

* Father Name : Mr. Chaturbhuj Gupta
* D.O.B : 11/08/1985
* Marital Status : Single
* Permanent Address : Near bus stand, Panwari Dist-Mahoba, Uttar Pradesh
* Passport status : Completed

Date: Signature