

Contact

www.linkedin.com/in/ankurgupta186 (LinkedIn)

Top Skills

Marketing
Strategy
Analytical Skills

Languages

English (Professional Working)
Hindi (Native or Bilingual)

Certifications

Marketing in a Digital World
Data Processing Specialist
Strategic Thinking
Google Analytics for Beginners
Business Analyst

Ankur Gupta

Growing meBooks || Passionate Marketer and Business Developer ||
NIT Raipur
Raipur

Summary

I'm a Civil Engineer turned into Growth Marketer and Business Developer. I am very keen of solving problems, throughout my college days, in my startup, and time spent in my father's shop(in my childhood), I was driven by my intellectual curiosity to find loopholes, problems and finding alternatives to improve it. Whether it's finding new clients or new revenue sources for the company, I have been able to quickly unveil new ways to solve it.

Recognizing user behavior, building relations, and empathetic listening are natural skills in me. I leverage my skills to Growth hack user acquisition and revenue generation.

I have found that nothing satisfies me more than solving problems, meeting new people, developing new relationships, and contributing to the overall growth of society and the company.

I want to leverage my passion by aligning it with my career. I believe in integrity and morality and my goal in life is Health, Wealth, and Happiness.

If you have read this far, feel free to ping me at ankurgupta186@gmail.com or call me at +91-9685635121

Experience

meBooks

Growth/User Acquisition
August 2019 - April 2020 (9 months)
Raipur, Chhattisgarh, India

- Acquiring and retaining new leads
- 1000+ users in the first 7 days
- Led Inbound marketing campaign
- Finding and exploiting new channels for user acquisition

and revenue generation

- Optimized landing page reducing 30% Bounce Rate
- Led B2B and B2C Business Development team

ROBOTiX CLUB NITRR

Convener

September 2019 - March 2020 (7 months)

Raipur, Chhattisgarh, India

- Led a team of 100+ members to a common vision
- Organized 2 paid workshops with over 500+ participations
- Planned and organized Chhattisgarh's only Robotics Fest
- Managed sponsorship and Marketing throughout my tenure

Rhythm Enterprises - Rtone Printcom Pvt Ltd

10 months

Territory Executive

August 2019 - February 2020 (7 months)

Raipur, Chhattisgarh, India

- Setup business from scratch in Chhattisgarh
- Led to sales of 10lac+ in less than 6 months
- Met existing clients to maintain relationship and drive CRM
- Inventory and Supply Chain management

Marketing Executive

May 2019 - July 2019 (3 months)

Delhi, India

- Did 4.5lac+ in sales
- Worked directly with CEO to learn corporate sales
- Acquired new clients and served the existing ones
- Managed Inventory and Delivery

Alphapreneur

Marketing Coordinator

August 2017 - August 2019 (2 years 1 month)

Raipur, Chattisgarh, India

- Made strategies to successfully collaborate with B2B clients
- Fundraiser for events, workshops, and operations
- Worked towards setting up an incubation center in Raipur

Entrepreneurship Cell, NIT Raipur

2 years 1 month

Manager

April 2018 - April 2019 (1 year 1 month)

Raipur, Chattisgarh, India

The Entrepreneurship Cell, NIT Raipur is a non-profit organization that manifests the essence of entrepreneurship in the passionate youngsters who have the zeal to pursue entrepreneurship and advocate this vehement enthusiasm in the generations to come. Keeping this ideology in mind we not only provide the foundation to the entrepreneurial capabilities of the promising young minds but also help in nurturing their skills by providing resources such as new ideas, funding mentoring, other mentorship programs, workshops to help them organize their strategy and frequent, highly interactive speaker sessions and lecture series.

As a manager of E-Cell, I was responsible for organizing events, raising funds for them, building strategies for marketing, and executing them to perfection. I organized "Startup Camp", under which we convinced Startups and Venture Capitalists to come under a single roof providing them scope for Funding, Networking, and exploiting operational synergy.

Executive

April 2017 - April 2018 (1 year 1 month)

Raipur, Chattisgarh, India

Worked with the sponsorship team to raise funds. I learned the importance of persistence, hard work, and determination through this role. This position helped me grow as a person, improving my interpersonal and communication skills.

poetcard

Marketing Intern

May 2016 - July 2016 (3 months)

Raipur Area, India

- Learned the basics of marketing
- Planned and ran a campaign for Entrepreneurship Tour IIT Bombay 2017
- Formed an NGO with founding members of the startup

Education

National Institute of Technology Raipur

Bachelor of Technology (B.Tech.), Civil Engineering · (2016 - 2020)