**ABHISHEK GUPTA**

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Pune – 411014

India

**Career Objective**

To be a well-known personality in the field of marketing.

**Education**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Course | Institute/College | University/Board | Year | % / CGPA |
| PGDBM(Banking & Finance) | TimesPro | - | 2014-Present |  |
| MBA  Major: Marketing  Minor: Operations | IBS, Pune | ICFAI University | 2011-2013 | 5.84 CGPA |
| BBA (Marketing) | DINA College | Pune University | 2008-2011 | 64% |
| HSC | Nowrosjee Wadia College | Maharashtra | 2007 | 47% |
| SSC | ST. Mary’s School | ICSE | 2005 | 83% |

**Post-Graduation Internship Details**

**Company:** BMW Financial Services

**Subject:** Mystery Shopping

**Project Title(April 13’-June 13’):** Market Research Analysis of BMW Financial Services

**Description of the Project:**

* Mystery Shopping: Gather data on competitor’s financial products & services
* Analyze the data collected
* Recommendation based on dealership experience and analysis of data
* In-depth understanding and functioning of each department at BMW SF
* Provide value add on suggestions for the above
* Attend weekly sales and marketing meeting and give inputs
* Assist sales and marketing department

**Projects Undertaken**

**Subject:** Marketing

**Company:** FIAT India

**Project:** Internship (Oct 2010 – Jan 2011)

**Description of the Project:**

* Understanding the product FIAT Linea T-Jet, guidelines given by FIAT India to the Dealership for day to day functioning
* Visiting the dealership and cross checking their functioning as per the guidelines, reporting discrepancies
* Assisting sales executive with their sales pitch and attending the auto fest at BKC
* Visiting the manufacturing plant and understanding basic production of engines
* Assisting in interview for selecting Hostess and Manager for FIAT brand store

**Achievements**

1. Colgate-Palmolive offered campus placement after Post-Graduation
2. TT doubles Rotract Winner
3. Football Rotract runners-up
4. Mahindra & Mahindra- Offered campus placement after graduation
5. Walt Disney- Selected to work for a period of 6 months
6. VCustomer(Linksys):

* Achieved Highest Customer Satisfaction
* Achieved Highest Sales in the Team
* 100% First Call Resolution

1. Scholarship of Rs.75,000/- from Times Jobs for course from IIHT
2. Captain of National Basketball team
3. District level swimmer
4. Captain of the Poona Club under-19 Cricket team

**Additional Qualifications/Skills**

* IIHT (Hardware and Networking Technology)
* A+ and N+ Course Completed
* Juniper Certified Network Professional
* CCNA & MCSA course completed
* MS Office

**Hobbies/Interests**

Trekking, Biking, Listening to music, Photography, Cricket, Basketball, Swimming

**Personal Details**

|  |  |
| --- | --- |
| Date of Birth | 22-02-1989 |
| Sex | Male |
| Nationality | Indian |
| Languages known | English, French, Hindi, Marathi, Gujarati |
| Passport No & DOI | G8528391; 08/05/2005 |