

SANJAY GUPTA

246, Asopalav Flat, Naroda GIDC, Ahmedabad.

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I am an approachable, motivated and confident Marketing Executive with the ability to excel sales targets and make a real difference in the organisation's revenue generation. Marketing Executive with 2.8 years of experience managing brands, handling Below the Line (BTL) activities and Above the Line (ATL) activities, Social Media handling, E-commerce platform and Food delivery Platform.

EXPERIENCE

05TH MAY 2022– PRESENT

STATE MARKETING EXECUTIVE, PARLE AGROPVT LTD.

- Ensuring the visibility of the Parle Agro products with the use of various BTL initiatives and drives and also to ensure the proper placement of the POP in all the channel markets.
- Create marketing plans geared toward end users for each key product within portfolio, in line with strategy and targets and within budget.
- Communicate to rest of marketing team about new innovations and how they can be used to leverage marketing efforts.
- Preparation & delivery of marketing plan within key objective.
- Events planning, organization and execution.
- Market research, competitor analysis and to measure success of recent campaigns.

27TH JANUARY 2020 TO 30TH APRIL 2022

JR. MARKETING EXECUTIVE, DANGEEDUMS PVT LTD.

- Ensuring the visibility of the Parle agro products with the use of various BTL and ATL activities;
- **Below the line (BTL) Activities:**
- Marketing activity planning & analyzing: Outdoor media & digital media,
- SMS (SMS channel Material e.g., display image for Bitly link),
- Social media: Facebook, Instagram, Linked and other social media activities,
- Google ads- SEO and google promotions,
- Offline media activities: Flyers, Leaflets,
- Making Standee design, implementation and transferred to store.
- **Above the line activities**
- Celebrities' influencer marketing and Video Making
- Radio, Website - discount & items discount.
- Print Advertisement/notification for Newspaper, Magazine, TradePublication and so on.
- Market visit: metro mall visit, competitor store visit.
- Market Research- Quantative and Qualitative
- New Store branding, signage board and store branding.
- Digital Promotion monthly expense, Any media expense for e.g., Outdoor, Print, Radio.
- Handling CRM team, Designer and media agencies.

- New 3rd party aggregators analyzing, onboarding, product placing and coordinating:
 - E-commerce platforms: Amazon, Paytm, Flipkart,
 - Food Delivery Platforms: Swiggy & Zomato
- Website project - Selecting format, finalizing website map, analyzing customer touch points, creating content, images, stock selection, Maintaining stock images & banners
- Photography of products & coordinating with designer for making it in PNG
- Digital Agency co-ordination and
- Packaging design, approval and printing

EDUCATION

2017-2019

NATIONAL INSTITUTE OF COOPERATIVE MANAGEMENT.

MBA (MARKETING)

2014-2017

BRAHAMHANAND INSTITUTE OF COOPERATIVE MANAGEMENT.

BBA (HUMAN RESOURCE)

2012-2014

P.K PATEL & U.D BHATT SECONDARY SCHOOL.

HSC (COMMERCE)

2012

LIONS CLUB OF HIGHER AND SECONDARY SCHOOL.

SSC

SKILLS

- Good communication
- Knowledge of the selling process and effective sales techniques
- Effective Interpersonal skills
- Ability to build relationship
- Excellent communicator and Relationship building skills
- Computer knowledge – MS word, Excel and PPT.

CERTIFICATE

- Paytm mall (internship certificate)
- Post Graduate certificate: First class with distinction
- Graduate Certificate: second class
- Digital Marketing
- 4 P's: Pricing
- Marketing and Retail Analysis
- Certificate of Participation in 100mtrRace

- Certificate of participation in Kabaddi
- Certificate of participation in cricket
- MS office

SUMMER INTERNSHIP AND PROJECTS

- **MBA sem 4th: COMPREHENSIVE PROJECT**
Adaptation of mobile wallet by small retailers and local Vendors- exploring the influential factors in selected areas of Gandhinagar and Ahmedabad.
- **MBA sem 3rd: MULTIDISCIPLINARY ACTION PROJECT (MAP) MYBYK**
(October 1st to November 5th 2018)
- **MBA sem 2nd: SUMMER INTERNSHIP PROJECT PAYTM**
Sales & Marketing
(June 11th 2018 to July 30th 2018)
Roles: Marketing and promoting the new concept of the Paytm mall in the market.
Associating the Retailers of furniture, Bicycle, and Fashion garments
- **BBA 3rd year: SURVEY PROJECT**
CONSUMER PREFERENCES TOWARDS SMARTPHONES (BUYING BEHAVIOUR)

CERTIFICATE/ACHIEVEMENTS

- Paytm mall (internship certificate)
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- Digital Marketing
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- Marketing and Retail Analysis
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- Certificate of participation in cricket
- MS office

HOBBIES

- I enjoy socialising with friends and family
- I also like to travel
- And Listening Music

LANGUAGE KNOWN

- English
- Hindi
- Gujarati

PERSONAL DETAILS

- Nationality : INDIAN
- Father's Name : Parshuram R Gupta
- Mother's Name : Rama ben P Gupta
- Marital Status : Married
- Gender : Male
- Religion : Hindu
- Date of Birth : 24th January 1995

I solemnly declare that all the above information is correct to the best of my knowledge and belief.