



SHREYA GUPTA

CONTACT

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EDUCATION

2023 - 2025

**Fortune Institute of International
Business, New Delhi**

PGDM - Marketing

2019-2022

**Islamia College of Commerce,
Gorakhpur**

Bachelor of Commerce

SKILLS

Professional Skills

- Problem-Solving Skills
- Team Player
- Leadership
- Customer Focus and Retention
- Relationship Management
- Sales Planning and Execution

Technical Skills

- MS Excel (Pivot tables, H-Lookup & V-Lookup)
- NVivo (qualitative data analysis)
- Salesforce (CRM Tool)

INTERSHIP

**Corporate Internship at Radisson Blu, Gorakhpur (15th May, 2024 -
15th July, 2024)**

- Query Management: Tracked and responded to customer queries using Outlook and Touchee software.
- Customer Interaction & Sales: Provided personalized service and executed customized sales strategies for social and corporate events.
- Objection Handling & Negotiation: Effectively managed objections and negotiated terms while interacting with new customers to secure deals and build strong relationships.
- Issue Resolution & Feedback: Managed customer feedback and implemented service improvements to enhance client satisfaction.
- Built and maintained strong client relationships, contributing to a revenue increase of INR 5+ Lakhs.
- Generated leads through cold calling and followed up with prospective clients for corporate events.

**Social Internship at LADLI FOUNDATION TRUST (2nd January, 2024
– 13th January, 2024)**

- Worked with Marketing and Process Layout Team
- Created Posters, Video content and Audio content
- Gained hands-on experience in Live Project

CERTIFICATIONS

- Fundamental on Digital Marketing
- Google Analytics