**Script**

Hello,

This is Saurabh Gupta a seasoned marketing expert who completed MBA from University of East Anglia one of leading university in the UK;

A bit more about my career journey

**2014**

Graduated as a civil engineer from the reputed University of Mumbai

**2015 - 2016**

Worked on the construction of a factory as a site engineer

Realized the potential of content marketing and the growing SEO industry, brand value and digital visibility

**2017**

Started writing freelance blogs and building a website for individual home builders using civil engineering knowledge for a renowned cement company

**2018**

Worked with 3 Business as a technology content writer

**2018-2019**

Worked as Content Writer for Camelport

Understood complex logistics industry and stakeholder operations such as freight forwarders, shippers and customs brokers to prepare digital and print content

Digital content such as email, blogs, whitepaper, and social media posts

Print content like newspapers as, press releases and media release

Created impactful print ads for India’s largest logistics newspaper EXIM for higher consumer attention and lead gen

**2019-2021**

Worked as a marketing expert at Softlink Global logistics software company

Major learnings were writing press releases, and media releases across the globe right from APAC, Australia, Southeast Asia

An email marketing expert for multiple regions for product awareness and lead gen

Strategized and executed Upskill program for 5000+ logistics professionals to use company software product

**2021 -2023**

Worked as Marketing Manager for Buyerr

Marketed anti-counterfeit technology product for Sproxil and helped 10% sales increase every quarter

Marketed loyalty program, consumer engagement business vertical for SEO Optimization, Content Creation and Paid Advertisement & Analytics

A major turnaround happened with Buyerr by managing life’s most important project to rebranding the company from Sproxil to Buyerr using a blue ocean strategy

Implemented skyscraper content strategy to achieve high Google rankings

Build SEO tools for B2B product search enhancement

Also,

I have published two novels

Falling in Love with Darkness in 2015 in fiction

Eternal to Eternity in 2017 a spiritual thriller

And there's more

Became world record holder for writing the longest English poem of 45k words on geography, demography and natural phenomenon

To notch it up;

**2023-2024**

I earned a New Horizon Scholarship to do my MBA known for its magnanimous research in sustainability and energy.

Successfully secured distinction with core modules of operations, finance, strategy and business forecasting.

My future aspiration is to boost my understanding of the world from the dimension of future product requirements, marketing styles, service changes, sustainability, monetary impacts and constraints.

CV

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