**Tanvi Gupta**

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| **ACADEMICS** | | | | | |
| **MBA** | Amity University, Rajasthan | | Completed | | 2023-25 |
| **BA** | BIKANER University | | **67%** | | 2023 |
| **Class XII** | Spangle Public School, Rajasthan, CBSE Board | | **78%** | | 2020 |
| **Class X** | Spangle Public School, Rajasthan, CBSE Board | | **75%** | | 2018 |
| **PROFESSIONAL EXPERIENCE** | | | | | |
| **Profile** | * Excellent in client relationship building and client retention strategy * Ability to work independently or as a part of team * Ability to motivate * Organized and efficient | | | | |
| **Sales in charge at Dabur**  (Nov 2024 – april) | ● Currently interning at **Dabur** in Sales department o Exceeded sales targets through strategic execution o Managed stockists for seamless inventory flow o Tracked sales data to optimise performance o Expanded reach by covering key areas | | | | |
| **Sales in charge at ITC Limited**  *(Jun 2024 – Aug 2024)* | ● Internship at ITC Limited in F&B department as Sales in charge o Engaged brand positioning and market penetration to drive sales growth o Led and motivated sales teams to achieve and exceed targets o Developed and executed strategies for new product launches and market entry o Strengthened distributor and retailer relationships for seamless operations | | | | |
| **SEO Executive at Web Destiny**  (Apr 2021 – Apr 2022) | ● Internship at **Web Destiny**, a Rajasthan-based digital marketing institute o Practised content writing and completed certifications relevant to content writer o Developed and implemented a successful link building strategy, resulting in a 15% increase in domain authority and improved search engine rankings  o Conducted extensive keyword research and analysis | | | | |
| **Databases** | ● Proficient in MS Power point, MS Excel, MS Word, Canva and other digital marketing related software | | | | |
| **PERSONAL DETAILS** | | | | | |
| **Date of Birth** | 08/10/2002 | | | | |
| **Languages known** | Hindi, English | | | | |
| **EXTRA-CURRICULAR ACTIVITIES & POSITIONS OF RESPONSIBILITY** | | | | | |
| **Amity Business School** | * Represented Amity Business School at the Annual Tech Fest, Odyssey (2024) * Participated in the National Finance Literacy Quiz 2024, organized by NISM | | | | |
| **Certifications** | * Certification in NISM (National Institute of Security Market) (2023) * Local SEO certifications from Web Destiny (2022) * Certification in SEO executive course from SEMrush Academy (2022) * Certification for successful completion of five-day military camp training (2024) | | | | |
| **Others** | * Active member of NANHI UDAAN, a foundation aimed at providing education to underprivileged students * Multiple awards for painting, essays and poem writing competitions at school level * Participated in the Tech Conclave at Amity University, gaining insights into emerging technologies and networking with industry professionals | | | | |
| **Hobbies** | Singing | Cooking | | Travelling | |