

Rahul Gupta

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OBJECTIVE: To secure a challenging position where I can effectively contribute my skills as Marketing Professional, possessing technical competence & also to work as a team leader to achieve maximum output for the organization.

PROFILESUMMARY:

- ❖ A Results-Oriented Professional with **12 Yrs+ expertise in Marketing, Branding & Promotion;**
- ❖ Holds an **MBA (Dual Core Specialization) in Marketing & Finance** from Maharaja Ranjit Singh college of Professional Sciences (MRSCPS), **D.A.V.V. University, Indore.**
- ❖ Successfully provided Marketing and brand promotion services to esteemed organizations such as **Indian Steel Corporation Ltd. (A Ruchi Group Company), Tata Hitachi Construction Machinery, Balkrishna Tires (BKT), HYVA, Future Group,** and numerous other brands.
- ❖ Specialized In **Traditional Marketing (Offline Marketing)** Practices like **BTL, TTL, Event Management, media planning & Negotiation** etc.
- ❖ Possesses strong skills in **Digital Marketing and Social Media Marketing.**
- ❖ Committed to giving back to society by providing Marketing, Branding, and Promotion services to non-profit organizations like **SVPRM and DPVP**, contributing to their mission of serving the community.

ORGANISATIONALEXPERIENCE:

- ❖ **Deputy Manager (Marketing/Branding and Client Services) at “Sarvottam Marcom” (Ad Agency), Indore (Feb-2022 to till date)**

Job Responsibilities:

- Identify marketing opportunities as per client's requirement related to Traditional marketing as well as Digital marketing.
- Oversee Official website, Social media platforms/pages (FB, WhatsApp etc.) updation, maintenance; evaluate its performance as per client requirements;
- Designing and Concept Visualization for social media E-creative and festival E-greetings for clients;
- Planning and coordination of branding promotional gifts items (T-shirts, Caps, Umbrellas, ball pens, bags, diaries, Calendars etc.),

- Efficient Client Management on selecting Advertising Media, Branding, Promotional Activities, Creativity, Merchandising, Event Management, Trade Promotion programs;
 - Shop branding, shop painting, LED and Non-LED boards designing and installation.
 - Planning and execution of festival gifts, events and ad-campaigns as per client requirements;
 - Improve client servicing part by researching, identifying & capitalizing on market opportunities through better client satisfaction.
- ❖ **Assistant Manager (Branding & Promotion) at “Indian Steel Corporation Ltd.” (A Ruchi Group Company), Indore (April-2017 to Jan-2022).**
 - ❖ **Sr. Executive (Marketing & Client Services) at “V-sign MarCom”, Indore (June-2012 to March 2017).**

COMPUTER SKILLS:

- ❖ MS-Office, MS-Outlook, Lotus.
- ❖ Photoshop, Illustrator, Canva & Coral-Draw.
- ❖ Audio-Video editing related software.

EXTRA CURRICULAR ACTIVITIES:

- ❖ Organized and participated in various social welfare activities like Greening Awareness Programs, Blood Donation Camps, and Old age People Welfare Programs.
- ❖ Certification on “Live Master class on Google Ads” by Skill Nation.
- ❖ Attended National conference on "Current Trends in Intellectual Property Rights: Issues & Challenges" organized by Shri Vaishnav Institute of Law, Indore
- ❖ Represented College’s Greening Committee as a Team Leader and secured ‘Runner-up’ position in “Green Olympiad” conducted by MRSCPS, Indore.
- ❖ “Entrepreneurship Training cum Workshop” conducted by CEDMAP(Center for Entrepreneurship Development Madhya Pradesh) at Indore;
- ❖ Secured 2nd rank in high school board examination in Punjabi subject at school level.

PERSONALDETAILS:

Father's Name : Mr. Shrinath Gupta

Current Address : 609-A, Ashok Nagar, Airport Road, Indore (M.P.) 452005

Nationality : Indian

Languages Known : Hindi, English, Punjabi and Gujarati

Date of Birth : 19th Feb1988

Marital Status : Married

Hobbies : Playing Pakhawaj, Cricket, Photoshop Designing, Social work

REFERENCES:

References are available on request

Rahul Gupta