

PARAS GUPTA

CAMPAIGN EXECUTION | BRANDING & MARKETING | CRM OPERATION

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- **MBA in Marketing with 7+ years of experience in Branding, Marketing and Operations** along with proven capabilities in Customer Relationship Management.
- Excellent skills in **Campaign Execution, Campaign Management, BTL Marketing, A/B Testing, Brand awareness campaigns, SWOT analysis, Initial Bug analysis.**
- Proficient in managing CRM operational tasks using diverse CRM tools, including **SAP, SAAS-based CRM, FRONT, TWILIO, FUB, and MONDAY.**

▣ CAREER DOSSIER

▶ **Cheil India (Samsung Group), Gurugram | Digital Campaign Executive | May 2022 – Present**

- Led the execution of multi-channel marketing campaigns (Email/SMS/RCS/Push/WhatsApp etc.) for SAMSUNG using SAP.
- Responsible for customer data-driven targeting on CRM base of 250Mn+ users, leading to incremental conversions and driving business impact.
- End-to-end strategy development to drive online traffic to the SAMSUNG website and mobile app which contributes to more than 15% of daily app/web visits.
- Implementing multiple data analytics-based findings to improve the relevance, content, timing and volume of the campaign leading to growth in OR, CTR & CTOR.
- Analysing/Reporting performance using Adobe Analytics for strategic planning and budgetary control across digital channels.

Achievements:

- Awarded Star Performer Q1 (2024).
- Best OPI score across globe for Samsung Fold6|Flip6 (2024).

▶ **Better.com, Gurugram | Transaction Coordinator: Top Funnel Specialist | Jun 2021 – Mar 2022**

- Customer and Stakeholder's Relationship: Established great relationships with customer and real estate agents involved in the home buying process.
- Customer nurture: Sending market reports, setting up home search, frequent check-ins.
- Provided all operational support needed to make the agents effective and increased responsiveness to the customers.
- Received appreciation from the US Agents and the US Managers for creating a benchmark in scheduling maximum number of tours in a day through efficient allocation of work among the team members.

▶ **Exclusife Technosoft Pvt. Ltd. | Senior Marketing Consultant | Apr 2018 – Mar 2020 – Dec 2020**

- Defined the strategic road maps for Branding and launching various campaigns as a key component of the CRM and Media plan.

- Responsible for BTL Marketing activity i.e promotional analysis(AB Testing), Lead generation campaign, Infomercial campaign, Sales oriented campaign, Brand awareness campaign.
- Business SWOT identification-planning-implementation based on system insights for delivering a successful product campaign.
- CRM Operational Activities- Feasibility Test/Data and Inventory management/ Billing support, Incident Management, Ticket management, Initial Bug analysis.
- Executed more than 100 different campaigns in a day, which resulted in an additional 50% growth in the company ROI. 30-40 average campaign request converted to 100+ campaign in a Day.
- Automated the basic campaign activation process as a key part of the Process Reformation Team spearheaded by the CEO and the COO of the company. Automated approx. 30% of the human efforts.

Achievements:

- Won Service Champion Award (2019).

► **Just Dial Limited, Noida | Marketing Executive | Aug 2016 – Dec 2017**

- Demonstration of business offering and explain benefits of the brand to the prospective clients.
- Presentation & showcasing of Just Dial services through corporate Events/Direct visits.
- Interacting with clients to gather requirements & suggest feasible solutions accordingly.
- E-promotion/ Branding/ strategy management

❑ **INTERNSHIPS**

► **Marketing Intern | Brindavan Agro Industries Pvt Ltd (Coca Cola) | Jun 2015 - Jul 2015**

► **Customer Relationship Officer | Bharti Airtel Limited | Feb 2016 - Jun 2016**

❑ **EDUCATION**

2014- 2016: **M.B.A Specialized In Marketing & Finance**
Galgotia Institute of Management & Technology (U.P.T.U)

2011- 2014: **B.B.A Specialized In Marketing**
Gagan College of Management & Technology (DBRAU)

❑ **SKILLS**

Certified skills:

- Email Marketing
- Google Digital Unlocked
- Office 365
- CCC Certified
- Tally Prime

Other Skills:

- SAP Execution
- Adobe Analytics
- CRM Operations
- BTL Marketing
- Campaign Management
- Digital Marketing

I hereby declare that the above particulars of facts and information stated are true, correct and complete to the best of my belief and knowledge.

Paras Gupta