



Kirti Gupta

Marketing | International Business

PGDM – IB

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CAREER OBJECTIVE

- ❖ An Independent and self – motivated professional who aims to work in an organization which stimulates me to utilize my skills up to the most and give my best in any work assigned which can contribute to the growth of the organization, and help me grow parallel with it

SKILLS

- ❖ Google Analytics
- ❖ CANVA / MAILCHIMP
- ❖ MS Office (Excel, Word, PowerPoint)
- ❖ SQL/C++
- ❖ Tally Software & ERP
- ❖ Python (Basics)

ACHIEVEMENTS

- ❖ Awarded as the Best Employee in INTL. LOB for 2 months during the internship with MOTIF INDIA
- ❖ Successfully completed certification provided by HRD Ministry in "Marketing Management, Services Marketing and Global Marketing Management"
- ❖ Certification in Google Analytics and Python Basics
- ❖ Gold Medal in Green Revolution 2014

LANGUAGES

- ❖ English, Hindi

WORK EXPERIENCE

FAB HOTELS | BUDGET HOTEL CHAIN | CORPORATE SALES EXECUTIVE – B2B (2020)

- As **Corporate Sales Executive**, was responsible for identifying business opportunities and building relationship with the clients
- Worked in collaboration with Sales Managers for **creating sales proposals**, thereby building a network of the corporate clients
- Generated business by understanding the business flow of the market and cross-selling hotels across India and by successfully pitching about our product
- **Analyzed and monitored** the success of sales proposals in Delhi region on weekly basis using **MS-Excel** and customized **CRM**

REPUP | BEST-IN CLASS CUSTOMER EXPERIENCES | DIGITAL MARKETING INTERN (2019)

- Assisted the **Marketing** Team of India's renowned chain of resorts, "*Mahindra Resorts*", in designing and running **social-media campaigns**
- Generated reports by using various marketing software such as **Canva, mailchimp, Google analytic**, based on **big review data** to help the clients in making **insightful business decisions** and thus creating a great future experience
- Assisted the marketing team in building a platform which helps the guests control their experience right from the time of booking, and get personalized offers and services

MOTIF INDIA INFOTECH | CUSTOMER SOLUTIONS PVT LTD | MARKETING & SALES INTERN (2017)

- Responsible for engaging with customers associated with International LOB and providing recommendations for products and services
- Maintained and supported customer cases related to travel package or stay, through satisfactory completion

QRIYO INFOLABS PVT LTD | INDIA'S FIRST MANAGED HOME TUTION APP | MARKETING INTERN (2016)

- Built organic relations with the customers and developed a loyal customer base
- Tracked and managed customer engagement to convert a large percentage of app users to paying customers
- Identified the potential leads and developed a strategy to convert them into clients
- Acted as a collaborator by providing a hassle-free experience for finding a suitable match post understanding the requirements from clients

EDUCATION

- PGDM - Marketing & IB, Jagan Institute of Management Studies (2018 - 2020)
- Bachelor of Business Administration, Sir Padampat Singhanian University (2014 – 2017)

EXTRA – CURRICULAR ACTIVITIES

- Worked with "**Teach for India**" in striving to end the problem of education inequality in India and providing excellent education to all the children
- Stood 2nd in Techfest ROAR Competition in Asia (2014-15), organized by IIT-Bombay
- Had been a member of - Placement Committee, Dramatics Club and National Service Scheme (NSS)

STRENGTHS

- Problem Solving and decision-making skills
- Good communication and presentation skills with ability to influence and communicate with the customers
- Zeal to learn new technologies and undertake challenging tasks
- Ability to work under tight deadlines
- Flexible and adaptive