

GOPALJEE TIWARI

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Professional Summary

Motivated and Results-oriented MBA graduate with dual expertise in Business Analytics and Product Management, driven to utilize data-driven insights for informed decision-making and product development. Well-versed in market research, customer empathy, and fostering cross-functional collaboration. Backed by over 1 year of practical experience in sales and marketing gained through internships in diverse companies. Demonstrated proficiency in effective communication, team leadership, and adept problem-solving. Excited to apply academic knowledge and hands-on experience to foster innovation and contribute to business growth in a dynamic professional environment.

Work Experience

Brand Associate, ITC Limited

Jalandhar, Punjab- August 2022- October 2022

Responsibilities:

- Successfully engaged as a Brand Associate for Premium Foods/PCP category, contributing to the achievement of targeted sell-out values, and driving niche product sales.
- Conducted in-depth analysis of competition practices, merchandising initiatives, and demand generation activities in Modern Retail format stores.
- Studied and analyzed consumer buying behavior for both new product launches and existing premium categories, providing valuable insights.
- Tracked sell-out sales value of ITC products and competitors on a SKU-wise and day-wise basis, offering clear benchmarking of best practices within outlets.
- Recommended cost-efficient demand creation activities to enhance market presence, demonstrating a strategic approach to optimizing sales and engagement.

Sales and Marketing Intern, Unschool

Jalandhar, Punjab- June 2022- August 2022

Responsibilities:

- Developed and executed comprehensive sales and marketing strategies, utilizing social media campaigns and lead-generation tactics to promote courses and subscriptions.
- Exceeded monthly sales targets by implementing effective lead-generation strategies, expanding the customer base, and driving course subscriptions.
- Established and managed a team of student influencers, leveraging their networks to amplify product awareness and increase engagement.
- Implemented innovative sales techniques to attract new customers, fostering increased interest and enrollment in Unschool courses.
- Cultivated and maintained strong client relationships through effective communication, ensuring customer satisfaction and loyalty.
- Collaborated seamlessly with cross-functional teams to ensure alignment of marketing efforts with overall organizational goals, contributing to a cohesive and efficient work environment.

Accomplishments:

- Achieved a significant milestone by securing a sale worth Rs. 70,000 for Unschool courses within a tenure of 2 months.
- Received a stipend in acknowledgment of outstanding performance and dedication.
- Awarded a certificate of appreciation for exceeding sales targets and making a substantial impact on the company's revenue goals.

Marketing Intern, Goodspace

Jalandhar, Punjab- May 2022- July 2022

Responsibilities:

- Worked in the Marketing Department with a specific focus on increasing reach using the lowest Cost Per Install (CPI) possible, optimizing marketing strategies for efficient and cost-effective user acquisition.
- Played a significant role in the success of a marketing campaign that led to a substantial increase in registrations on the Good Space app, contributing to overall team success.
- Actively engaged in continuous learning, staying updated on effective marketing strategies to enhance skills and contribute to the development of innovative marketing approaches.
- Honed interpersonal skills through regular interactions with diverse individuals, ensuring effective communication and collaboration within the team and with external stakeholders.
- Collaborated with fellow marketing interns in regular meetings and weekly mentor sessions, fostering a collaborative environment to share ideas and insights.

Accomplishments:

- Brought in 200 application invitations and registrations during the internship.
- Recognized for outstanding performance with a stipend and received a letter of appreciation for significant contributions to the marketing team's success.

Freelancer, Frapp

Jalandhar, Punjab- January 2020- March 2020

Responsibilities:

- Freelance Marketing Professional at Frapp, contributing to promotional and advertising efforts through campaigns.
- Tasked with showcasing and promoting the Converse brand in university premises, targeting college students and youths.
- Created engaging mock-ups to introduce and raise awareness of the brand's products among the target audience.

Skills

Product Management | Customer Empathy | UI/UX Design | Marketing & Advertising | Market Research | Data Visualization & Data Analysis | Business Development | Relationship Management | Microsoft Office Suite | Canva | Tableau | Figma | R Programming

Education

Lovely Professional University, Jalandhar, Punjab	2021- 2023
Master of Business Administration; Major: Product management & Business Analytics CGPA: 7.05	
Lovely Professional University, Jalandhar, Punjab	2018- 2021
Bachelor of Business Administration; Major: Marketing CGPA: 6.37	
Kendriya Vidyalaya, Faridkot, Punjab	2017 – 2018
CBSE (Class XII), Percentage: 60%	
Kendriya Vidyalaya No.2, Dehu Road, Pune, Maharashtra	2015 – 2016
CBSE (Class X), Percentage: 70%	

Certifications

- Google Project Management: Professional Certificate, Google, September 2023
- Advanced certification in Product Management, Spice Catalyst, July 2023
- Canva Designing Masterclass, Udemy, March 2023
- National Workshop on Intellectual Property Rights, National Institute of Technology, Rourkela, March 2022
- The Fundamentals of Digital Marketing, Google, June 2020

Achievements

- Community Development Award in 2019
- Best Writer Award at Kendriya Vidyalaya, Faridkot Cantt. in 2018

Interests

- **Geopolitics:** Enthusiastic about global affairs, staying informed through avid reading to enhance analytical and critical thinking skills.
- **Cycling:** Passionate about cycling, promoting physical fitness and fostering determination.
- **Trekking:** Dedicated trekker, driven by a commitment to teamwork and discipline.
- **Watching Movies:** Cinema enthusiast, with a deep appreciation for the storytelling brilliance of Hollywood classics and timeless masterpieces from the golden era of Hindi cinema.