

ABHISHEK GUPTA
Assistant Sales Manager
Apex Buildcon Pvt Ltd, Vaishali (Ghaziabad)
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CAREER OBJECTIVE

Enthusiast to work with a reputed organization where I can get a positive and growth oriented environment, to give the best of my knowledge and expertise and where I can effectively contribute my skills.

ORGANISATIONAL EXPERIENCE

Current Company	:	Apex Buildcon Pvt Ltd, Vaishali, (Ghaziabad).
Job Title	:	Assistant Sales Manager
Duration	:	Oct 2014 – till date

Work Description:

- Reports to Sales & Marketing Manager in day-to-day operations and tasks.
- Manage, coordinate and motivate company sales and marketing functions to achieve required sales targets.
- Help to Plan, develop and execute sales & marketing strategies.
- Analyze and evaluate the effectiveness of sales methods, costs and results.

BUSINESS START-UP EXPERIENCE

Idea: BOOKMYSAWARI

To provide cheapest cab/taxi booking services for Delhi-NCR with quotation based response from different operators and service providers and also provide cab pool service connecting primary spots in NCR.

USP:

To reduce the gap between cab service providers and end user and allowing end user to use cab at economical pricing and reaping benefits of bulk booking and cab pool.

Website Link: www.bookmysawari.com

How it works:

1. We provide real time pricing for cabs, luxury vehicles for (Point to point, Airport transfer, Half/full day, Outstation, Cab Pool).
2. For booking a taxi/cab, customer has to fill a information like pick up and drop area, time and date.
3. Our real time search engine generates list of service providers and prices of different available cars/options.
4. Deal to be done directly by call from service provider or the end customer.

Roles & Responsibilities:

We are a team of three members who have come up together with this business plan and working on it since **June 2014**.

My roles and responsibilities include:

1. To check all the technical things in website like errors, functionality, testing etc.
2. Handle the customer queries on phone calls and by e-mails.
3. To meet with the cab operators and convince them to associate with us.
4. Promote the website on social media marketing and on other platforms.
5. Manage the panels and enter the data in website.

Previous Company	:	R. R. Technosoft Pvt Ltd, Delhi
Job Title	:	Marketing Head
Duration	:	May 2013 – May 2014

Work Description:

- Handling a team for day today activities and focusing on long term goals.
- Communicating with target audiences and managing customer relationships
- Maintaining and updating customer databases.
- Handling sales phone calls and e-mails.
- Provide internet solutions to the target customers.

SUMMER INTERNSHIP

I have completed my summer internship training from **AIRCEL Telecom**, New Delhi in "**Retail Visibility of Aircel with other market rivals**".

Organization: AIRCEL Telecom, New Delhi

Duration: 1st May 2012 – 31st July 2012

Description: The training involved study and industrial visits regarding presence of AIRCEL as a brand in retail market. It involved visits to Aircel stores and retail outlets, study the promotional tools and approach adopted by them and then analysing their pros and cons. Finally, prepared a conclusive report with all the research involved and came up with proposals that could benefit the organization.

IT SKILLS

Languages Known : C, C++

Packages Known : MS Windows XP, Win 7, Win 8, MS Office (Word, PowerPoint, Excel)

ACADEMIC QUALIFICATIONS

- 2011 - 2013 I have done PGDM in Marketing & Information Technology from Apeejay School of Management, Greater Noida.
- 2007 - 2010 I have done Bachelors in Computer Applications (BCA) from GICTS, Gwalior – M.P.
- 2006 - 2007 I have done Intermediate PCM (CBSE Board) from Sumeet Rahul Goel Memorial School, Agra (U.P.).
- 2004 - 2005 I have done High School (ICSE Board) from Christ The King High School, Tundla (U.P.).

AREAS OF INTEREST

- **Marketing & IT** (Specialization) – I am interested in projects and assignments involving Marketing as a Business Catalyst in IT sector or IT dependent sectors.
- **IT Services and Product Management** - I am aspiring to capture my domain knowledge in the field of IT services and further enhance my skills and potential in Product Management.

AWARDS & ACCOLADES

- Winner (among 40 participants), Inter College Fashion show Competition (2009-10) , GICTS College, Gwalior
- 2nd Winner (among 20 participants), Inter College Singing show Competition (2009-10) , GICTS College, Gwalior
- Winner (among 4 houses team), high school basket ball competition (2004-2005)
- Winner(among 4 houses team), high school Hindi dramatics competition(2004-05)

HOBBIES

- Playing cricket, basketball, badminton.
- Singing songs & listening music
- Surfing on Net.

PERSONAL DETAILS

- Date of Birth : 24th Nov 1988
- Residential Address : H-703, Amrapali Silicon City, Sec-76, Noida
- Languages Known : English & Hindi
- Gender : Male
- Marital status : Single
- Nationality : Indian
- Language known : Hindi and English
- Permanent address : Moti Lal Bhawan, Patther Gali, Etmadpur, Distt – AGRA (U.P) – 283202

DECLARATION

I hereby declare that the above mentioned information is correct to best of my knowledge.

Date:

Place: Delhi / NCR

(ABHISHEK GUPTA)