



NIKITA GUPTA
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DOB: 30.10.2000

ACADEMIC PROFILE				
Qualification	Institution	Board / University	% / CGPA	Year
PGDM (Marketing)	Birla Institute of Management Technology	AICTE	7.06	2023-25
Graduation	L.N. Mishra Institute, Patna	Aryabhatta Knowledge University	67.69	2018-21
12 th	Loyola High School	Central Board Secondary Education (CBSE)	72.20	2020
10 th	Brilliant Public School	Central Board Secondary Education (CBSE)	95	2018

WORK EXPERIENCE	
Little Flowers School- Marketing Manager & Coordinator (01/2021- 02/2022)	<ul style="list-style-type: none">Developed and implemented comprehensive curriculum plans for students that align with educational standardsManaged and allocated resources effectively for curriculum development of 2 distinct branches of the schoolSuccessfully managed integration of technology like E-library for 30 professionals and 2200+ students into the curriculum for students during CovidProficiency in delivering 55 effective presentations to stakeholders, teachers and parents for curriculum review
Indian Institute Of E-commerce - Business Development Executive (02/2022– 11/2022)	<ul style="list-style-type: none">Data handling of 100000+ individuals for new business opportunities and sales strategiesImplemented selective calling strategies to focus on high-potential leads and achieved a conversion rate of 6%Lead generation of 1500+ students through workshops and campaigns like Siksha Samagam, CAT Show and managed hot leads of 400 individuals every monthConverting sales worth 620000 in a span of 5 monthsImplemented end to end customer handling process from initial contact to closing the sale and providing post-purchase support

LIVE PROJECT	
Tripo Saints (12/2023– 01/2024)	<ul style="list-style-type: none">Reached out to over 5000 students in NCR region through both offline and online channelsEngaged approximately 1800 students by hosting information and generated content to drive interestSuccessfully converted 30-35 students into two distinct batches for trips and facilitated reservations through company's contact

CORPORATE INTERNSHIPS	
Remedo Clinitech Pvt. Ltd. US GTM Intern (10/07/24-10/09/24)	<ul style="list-style-type: none">Creating and maintaining detailed performance reports of dentists in USA, Germany by using tools like SeoToolAdda, WebPageInsights, ScreamingFrogEvaluated 150 websites in a time frame of 45 days using tools like and provided solutions to improve business performancePresenting 40 client reports every month to senior management for findings and recommendationsOversee the lead management process, from qualification to conversion, achieved a 15% increase through tracking and analyzing reportsAnalysed large datasets of 700 clients to identify trends and opportunities for future prospectsOptimizing lead scoring models like HubSpot, Salesforce for 300 high potential leads every month
Mozo Hunt Marketing & Sales Intern (01/05/24 – 30/06/24)	<ul style="list-style-type: none">Converting sales worth 3996 in a short span of 7 daysConducting in-depth market analysis of 72 students from NCR region to understand consumer behaviour towards the subscription modelGenerating 250 leads through connections and social media platforms like LinkedIn

CERTIFICATIONS	<ul style="list-style-type: none">Power BI from CourseraMachine Learning, Data Science and Generative AI with PythonAWS Cloud Computing from Great LearningFundamentals of Market Research from UdemyDigital Marketing Associate from MetaBusiness Analysis Fundamentals - ECBA, CCBA, CBAP
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CO-CURRICULAR/EXTRA CURRICULAR ACTIVITIES	
POSITIONS OF RESPONSIBILITY	
Editorial Conduit, BIMTECH	<ul style="list-style-type: none">Key event organiser for events like Creative Writer's Inn, Business Literature Fest.Organised and managed event named Crime Enigma 2. with size of 200 students from different B-schools.Floating 100+ emails for maintaining contacts with students and concerned programs.Secured sponsorships for events and maintained relationships with sponsors.

ACHIEVEMENTS & PARTICIPATION	
Achievements	<ul style="list-style-type: none">4th place in Green-O-Vate organised by CSR conduitFinalist in "Maadhyam" Presentation competition among 550 teams conducted by NLDIM, MumbaiReceived a merit certificate from the school committee in Xth standard for exceptional academic performance
Events/Participation	<ul style="list-style-type: none">Secured 1st position in Omniglotzz.Volunteered and served for humanitarian work at NGO Muskurahat Foundation. Organized various food and clothes distribution drives.

	<ul style="list-style-type: none">Volunteered for Prakrida'23.
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Core Skills	MS Excel Fundraising Campaign Management
Interests/ Hobbies	Gymming and Listening podcasts

