

Kushagra Gupta

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Gurugram Sub-District

+91 7982529021

Education

Bachelor of Computer Applications (BCA), Computer

Guru Gobind Singh Indraprastha University

2018 - 2021

CGPA: 8.22/10

Senior Secondary (XII), Science

DAV Public School, CBSE board

Year of completion: 2018

CGPA: 9.20/10

Secondary (X)

DAV Public School, CBSE board

Year of completion: 2016

CGPA: 9.80/10

Work Experience

Digital Marketing Executive

Kleanify, Virtual

Jun 2023 - Present

- Led a cross-functional team to streamline project timelines reducing turnaround time by 20% and consistently meeting 95% of project deadlines.
- Established and nurtured relationships with over 25 e-commerce clients, improving client satisfaction performance ratings by 25%.
- Optimized email marketing strategies, incorporating industry trends and data analysis, resulting in a 40% increase on average in the attributed revenue.
- Leveraged content marketing and data analysis skills to double the effectiveness of targeted email campaigns and flows.

Business Development Executive

Urban Animal, Virtual

Jan 2023 - Jun 2023

- Drove sales, exceeded targets by establishing partnerships with vet clinics, pet stores, and other relevant stakeholders.
- Maintained and nurtured relationships with current customers.
- Wore multiple hats in a dynamic environment.

Business Development Executive

Bluerose Publishers, Virtual

Jan 2022 - Jan 2023

- Drove sales by reaching out to authors, understanding their needs, and answering their doubts.
- Conceptualized and executed strategies to attract new authors, offering tailored publishing packages and services.

Marketing Intern

Bosscoder Academy, Virtual

Sep 2021 - Dec 2021

- Drove engagement campaigns on various platforms, highlighting the success stories of alumni placed at top tech companies.

- Learnt and applied various techniques with senior marketing executives to effectively market the company's courses.

Positions of Responsibility

Freelance Content Writer

- Worked as a content writer for a brief period.
- Received positive ratings from both clients.

Fundraising Work

- Helped organize a fundraiser for the Kerala floods of 2018.
- Helped create awareness about the issue.
- Established measures for transparency to avoid mistrust.

Campus Ambassador | Editor

- Held an active position in marketing the IT newsletter of our college "IT Kaleidoscope" for over a year.
- Collaborated in a team of around 12 people.
- Wore different hats as and when required.

Fest Organiser

- Worked in a team of around 25 people.
- Ensured all activities proceeded smoothly and peacefully.
- Resolved critical issues at the point of origin.
- Supported the staff and the performers.

Skills

- Marketing
- English Proficiency (Spoken and Written)
- Effective Communication
- Hindi Proficiency (Spoken and Written)
- MS Office
- Data Analysis & Reporting
- MS Excel
- Digital Marketing Strategy
- Blogging
- Content Marketing
- Content Writing
- Client Relationship Management
- Client Interaction
- Search Engine Optimization (SEO)
- Sales Pitch
- Sales Strategies
- Lead Generation
- Social Media Management
- Project Management
- Team Collaboration
- Event Planning and Coordination

Work Samples

Blog Link: <https://link.medium.com/J52eI9o0Ywb>