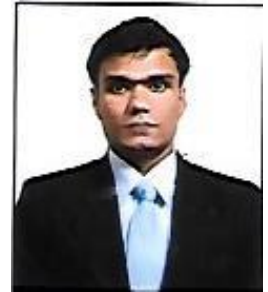


Harshit Gupta
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Date of Birth: 11th March 1993



WORK EXPERIENCE

Marketing Executive at Ashirvad group of Hospitals , Varanasi.

May'18-Present

- Evaluate and review marketing campaigns, advertisement within the marketing budget to make sure the correct mediums are being used and campaigns are effective
- Track marketing performance and return on investment and prepare weekly or monthly reports for management.
- Conducting research and analysing data to identify and define audiences and potential areas.
- Devising and presenting ideas and strategies to the management.
- Source advertising opportunities and place adverts in the press or on various social media platforms.

Territory Sales Incharge at Pladis global United Biscuits,

Feb 17-Mar 18

- Handling the channel sales for all Skus within the assigned territory which involves the constant interaction with the distributors as well as the retailers for sale as well as collection of payment from them, stock and inventory management, resolving issues related to sales in the area.
- Responsible for the network as well as the market share enhancement through the appointment of the new distributors and effective coverage outlets.
- Responsible for educating the channel partners about the company policies and the monthly schemes to drive the sales smoothly.
- Controlling and monitoring sales team activities in order to boost up sales.
- Initiating the marketing/promotional activities within the assigned territory to increase the sale and the visibility of the product in the market.

ACADEMIC QUALIFICATIONS

- **PGDM, Marketing and Operations** Jaipuria Institute of Management, Lucknow, 6.1 CGPA . **2017**
- **B.com,** Mahatma Gandhi kashi Vidyapeet , Varanasi , 51.06%. **2014**
- **Higher Secondary Schooling,** Sunbeam Academy, Varanasi, 60.4%. **2011**
- **Secondary Schooling,** Sunbeam Academy, Varanasi, 66.5%. **2009**

SUMMER INTERNSHIP

- **Gujarat Cooperative Milk Marketing Federation (AMUL), Lucknow**

May'16-Jul'16

Project Undertaken: Design new promotional channel and distribution strategy for placement of Pouch dahi in market.

- Learnt the working and importance of supply chain.
- Learnt customer persuasion.
- Perform promotional activities and generated sales of Rs. 75000.

ADDITIONAL PROJECTS

Organization: Parth infrastructure

Oct'15-Dec'15

Title: Marketing research and analysis of real estate sector

Duration: 45days

Key learning's:

1. Understanding application of Segmentation, Targeting & Positioning in Real State sector.
2. Understanding about the consumer buying behavior, pricing strategy, competition.

ACHIEVEMENTS

- Awarded with 1st prize in carom championship during fest Jaipuria Institute of Management, Lucknow. **2015**
- Active representative of JIM (Lucknow) on shiksha.com. **2015-16**
- Awarded with 5th prize in bodybuilding championship held at Varanasi. **2015**

CO-CURRICULAR ACTIVITIES

- Organised and coordinated several events at United Bicuits . **2017**
- Participated in various Talaash events organized by JIM (Lucknow). **2015**
- Member of an NGO named "CAREER GROWTH SOCIETY".
- Represented the Carrom team in Inter-college carom Tournament (IGCL) held at ICCMRT, Lucknow. **2016**

INTERESTS

- Managing and coordinating events.
- Travelling and exploring new culture/places.
- Fitness and Bodybuilding