

CURRICULUM VITAE

KARISHMA GUPTA

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Objective

To work in an organization where I can contribute to the organization's growth and profitability with my skill and in turn get an opportunity to gain exposure and expertise that would help me build a strong and successful career.

Education

| Examination | School/University | Month & Year of Exam | Class Obtained |
|--------------------------|--|----------------------|-----------------------|
| T.Y.B. Com (Commerce) | Mumbai University (Sinhgad college of commerce) | March-2018 | 1 st Class |
| H.S.C | Mumbai University (Vidyanidhi Jr.College) | March-2015 | 1 st Class |
| S.S.C | Manav vikash school | March-2013 | 1 st Class |

Work Summary

- 1. Worked in Maestro Lifecare pvt.ltd** as a medical representative for 8 months (**working period -4th May 2018 to 8th Jan 2019**) and dealing with ayurvedic product promotion.
Area Covered- Sakinaka to Andheri.
- 2. Worked in IPCA Pharma since 9th Jan 2019 to 7th Feb 2022** dealing with Anti allergic, cough syp, PPI and anti-biotic product promotion.

Area Covered -Ghatkopar, Vikhroli and Kanjurmarg.

3. Currently working in Cipla Ltd., Territory Manager – Respiratory Field

- **Market Expansion:** Successfully expanded the market share of Cipla's respiratory products by 20% within the assigned territory through targeted marketing and strategic customer engagement.
- **Sales Achievement:** Consistently exceeded quarterly sales targets by an average of 15%, demonstrating strong sales acumen and product knowledge.
- **Customer Relationship Management:** Built and maintained strong relationships with key stakeholders, including healthcare professionals, pharmacists, and distributors, enhancing brand loyalty and customer satisfaction.
- **Product Launches:** Played a pivotal role in the successful launch of new respiratory products, leading to a 10% increase in overall territory sales.
- **Training and Development:** Conducted training sessions for new sales representatives on product knowledge, sales strategies, and compliance, resulting in a 25% improvement in team performance.
- **Market Analysis:** Conducted thorough market analysis to identify new business opportunities and competitive threats, leading to the development of effective counterstrategies.
- **Promotional Activities:** Organized and executed high-impact promotional activities and events, boosting product visibility and market penetration.
- **Cross-functional Collaboration:** Collaborated with marketing, medical, and supply chain teams to ensure seamless execution of sales strategies and product availability.
- **Reporting and Analytics:** Utilized CRM software to track sales activities, customer interactions, and performance metrics, providing actionable insights for territory management and strategic planning.

Extra - Curricular Activities

- 1 Completed Certification courses on MS-CIT
- 2 Completed Certification courses on Tally ERP9
- 3 GST workshop

My Strengths

- Optimistic attitude and Self Confidence.
- Good interpersonal skills
- Command over my language
- Self-motivated, very hard working

Personal Details

Date of Birth : 20th May 1998 **Nationality** : Indian
Sex : Female
Marital Status : Married
Father's Name : Mr Sheshnath Gupta
Mother's Name : Mrs Poonam Gupta
Languages Known: English, Hindi & Marathi

I do hereby confirm that the information given in this form is true to the best of my knowledge and belief.

Date: -

Place: - Mumbai

(KARISHMA GUPTA)

