

# Mohit Gupta

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INTERNATIONAL MANAGEMENT INSTITUTE  
BHUBANESWAR  
*Shaping global leaders for tomorrow*



## Summer Internship Project

**Bercos Melody House**

**Marketing Intern**

**April 2021 – June 2021**

- Identifying various factor affecting **Consumer behaviour** leading to **Customer retention**. Understanding customer relationship management and grievance management & identifying the competitive advantage relevant to gain leadership position in it.
- Managed to get 388 questionnaires filled from customers among Delhi-NCR & connected with 1200 customers through calls and meeting them personally for analyzing customer behavior using analytical tools.
- Conducted **Hypothesis Testing**, using statistical techniques such as Regression, ANOVA, Chi-square & Descriptive Statistics in SPSS. Found several gaps and identified problems in the **servicing process** and **CRM** which helped the company to take corrective measures in terms of Product, Service, Promotion, Media etc.
- Developed customer **retention strategies** and ways to minimize complaints based on analyzing primary data.
- Develop and implemented marketing plans for new and existing products, also their pricing strategy.
- Received appreciation from Managing Partner, Marketing manager of Bercos & College faculty Mentor.

## Academic Qualifications & Achievements

Degree	University/Board	Year	%/CGPA
MBA	IMI Bhubaneshwar	2020 – 2022	78.5%
B.com Hons	Shyam Lal College, University of Delhi	2016-2019	7.1CGPA
12 <sup>th</sup>	L.K International School (CBSE)	2016	78.8%
10 <sup>th</sup>	L.K International School (CBSE)	2014	10 CGPA

## Certifications

- Business Futures: Understanding Omni-channels retailing and sales by RMIT University
- Leading Strategic Innovation: How to lead with purpose by DEAKIN University
- Marketing and retail analytics by Great learning
- Introduction to Business Management by KING'S college London
- Product management fundamentals by Institute of PRODUCT LEADERSHIP

## Live Projects & Internships

<b>Sugam Parivahan Pvt Ltd</b>	<ul style="list-style-type: none"><li>Worked as management trainee intern for 6 months.</li><li>Generating leads by interacting with potential customers, both B2B &amp; B2C.</li><li>Preparing Presentations and weekly report about client's feedback.</li></ul>
<b>Shriram Life Insurance</b>	<ul style="list-style-type: none"><li>Understanding about their product's super income plan and assured income plan and selling these plans and explaining the benefits to the customers.</li></ul>
<b>Careers360</b>	<ul style="list-style-type: none"><li>Working as a Infopreneur (Consulting students and educational institutions).</li></ul>

## Academic Projects at IMI

- Industry Research based project- A study on Consumer Buying Behaviour of Durable goods.
- Markstrat Simulation- Applied marketing & sales strategies to launch a new product in market, developing sales & distribution channel and grow it to become the market leader, secured first position in the simulation.
- A project on sales and distribution channel of GSK in India.

## Leadership Positions

<b>International Management Institute</b>	<ul style="list-style-type: none"><li><b>Senior Member of corporate relations and Placement Committee.</b></li><li>Establishing strategic links &amp; converting companies for campus recruitment.</li></ul>
<b>Shyam Lal College</b>	<ul style="list-style-type: none"><li><b>Coordinator of Theatre society</b> - Managed the team of 25 members.</li><li>Managed University Chef competition in college &amp; various other fests.</li></ul>
<b>L K International school</b>	<ul style="list-style-type: none"><li><b>Co-Head Boy</b> - Serve for 2 years as a Co-Head boy.</li></ul>

## Extra-curricular Activities

- Part of **National Social Scheme (NSS)** for 3 years also working for an NGO.
- Won **Bronze Medal in National games** (Baseball) for team Delhi, also silver medal for our college team.
- Won **theater competition** organized by **Income Tax Department & Election Commission of India.**