

# RITIK GUPTA

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Mumbai, Maharashtra

## EDUCATION

Degree	Institution	Score
International Master in Business	SDA Bocconi Asia Center Mumbai	Pursuing
Bachelors in Engineering	Nitte Meenakshi Institute Of Technology Bengaluru	8.63 CGPA
Higher Secondary Education	Narayana Pu College Bengaluru	9.60 CGPA
Secondary Education	Police Public School Bengaluru	9.80 CGPA

## PROFESSIONAL SKILLS

Brand Management

Sales and Negotiation

Effective Communication

Adaptability

Product Management

Excellent Research ability

B2B Sales

## INTERNSHIP EXPERIENCE

### GROWTH MARKETING INTERN

( APR 2025 - May 2025 )

**Mudrex**

- Scaled** the Mudrex Partner Program from ground **0 to 150+** active affiliates, driving over **\$1M in trading volume** and establishing it as a key growth channel for the business
- Streamlined** the affiliate onboarding process, leading to an **80% reduction** in partner support queries and enhancing operational efficiency
- Ideated, scripted** and produced engaging video content for digital platforms, enhancing **brand storytelling** and driving stronger user engagement

### BUSINESS DEVELOPMENT INTERN

( Mar 2024 - May 2024 )

**Wato**

- Led Brand onboarding and **retention**, successfully closing and **managing 30+ accounts** adding a total revenue of **5+ lakhs**
- Developed and executed **strategic marketing campaign** and promotions, enhancing brand visibility and **engagement by 30%**
- Analyzed** user behavior through **market research** to support product and content strategy and contribute to **lead generation**

### BRAND SOLUTION EXECUTIVE

( Jan 2024 - Mar 2024 )

**Live2.ai**

- Facilitated** the onboarding of diverse brands and secured business, including the **company's first fitness brand**, generating significant revenue of approximately **1+ lakh**
- Secured** the onboarding of a sustainable brand that received funding on **Shark Tank**, now valued at **\$2.62 million**, driving substantial **revenue growth** and expanding **market presence by 20%**
- Improved brand onboarding with a structured checklist**, reducing integration time by **-10%** and enhancing operational efficiency

### PRE SALES INTERN

( Jun 2023 - Aug 2023 )

**Great Learning**

- Drove business growth** during Pre-Sales internship by effectively closing leads and **utilizing CRM**, completing and **outperforming** monthly targets by **50%**
- Mastered essential **sales skills**, including lead generation and maintaining a **high conversion rate**
- Reactivated dormant leads (90-200 days old)** by understanding intent, explaining course value and qualifying sales-ready prospects

## EXTRA CURRICULAR

- Secured runner-up position out of 1800+ teams in a prestigious national-level business case competition hosted by NMIMS Mumbai (2024)