**POOJA GUPTA**

**CX Consultant**

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2.6 years of work experience and PGDM in Marketing and IT from FORE School of Management, Delhi. I was a part of international immersion program at Hong Kong polytechnic university, Hong Kong. As a consultant I strive towards providing solutions to enhance customer experience. I am a self-driven individual always looking to improve myself both professionally and personally through constant learning and to have an inquisitive and explorative attitude. I am eager to work in a challenging environment and strive for excellence.

# Work Experience

**Virtuos Solutions Pvt Ltd Feb 2015- Present**

**CX Consultant**

Working in a SME I have developed a mixed blend of skills,

* Pre-sales role involving Requirement gathering, requirement mapping, Product demonstrations, Implement (configurations) and showcase proposed solution to customers.
* Responsible for solution consulting to clients in CRM Domain
* Design proposals with unique solutions and conduct POC’s and demos (Oracle Service Cloud (RightNow),Salesforce, Zendesk)
* Support sales team in online/in-person selling efforts with technical help, advice and guidance
* Business writing skills for Business Requirements documents (BRD), Functional Requirement Specifications (FRS)
* Assisting and instructing development team in conducting User Acceptance Testing and documenting and publishing the training material.

**iFlyLabs March 2014 - Jan 2015**

**Management Trainee**

Worked in multiple domains like pre-sales, business analysis strategy formulation involving client interaction,

* Customer Acquisition, Requirement gathering and delivering proposed solution.
* Product demonstrations, documenting FRS, BRD, SRS, use cases and user guides.
* Analyzing the existing strategy, effectiveness of solution and with help of customer surveys.

**Accenture Services Pvt Ltd July 2011-May 2012**

**ASE (SAP - BI)**

Spearheading efforts as a team member of business object team for production support project, client facing role involving,

* Providing post-implementation, enhancement and maintenance support to client for application
* Documentation of technical specifications, test cases, user guides
* Coding and testing of new requirements
* Resolving queries regarding the application and extended onsite support.

# Summer Internship

**Moser Baer India Ltd April - June 2013**

**Summer Trainee**

* Responsible for developing the digital strategy for home entertainment division of Moser Baer
* Project scope included analysing various external factors like industry trends, market potential, competitors’ analysis, and advent of new media
* Conducted primary and secondary survey for analysis

**Attero May – July 2010**

**Summer Trainee**

* Responsible for designing & developing modules of CRM
* Gathering business requirements from both customers & employees , mapping them to functional requirements and coding
* Documenting test cases and testing of implementation done

# Education

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course** | **Specialization** | **Institute/ College** | **CGPA/%** | **Year of completion** |
| PGDM | Marketing & IT | FORE School of Management, New Delhi | 2.65/4.00 | 2014 |
| B.Tech | Computer Science Engineering | Jaypee Institute of Information Technology, Noida | 7.5/10 | 2011 |
| ISC (XII) | Science | Holy Child School , Ghaziabad | 83.33% | 2006 |
| ICSE (X) | --- | Holy Child School , Ghaziabad | 79.00% | 2004 |

**Achievements**

* **Won 3rd Prize in Dream Merchants B-Plan Competition in 2013.**
* Attended International Immersion Programme’2013 at Hong Kong polytechnic university, Hong Kong
* Won 1st Prize in an event named- Dumbshraaz in JIVE’08.
* Participated in Robo Olympics’07 (Creativity & Innovation cell in Robotics)
* Participated in various cultural events & Robotics events in JIVE’08& JIVE’11, and at various cultural events at Virtuos, Accenture Services Pvt. Ltd
* Hobbies:
  + Cooking (Indian cuisine)
  + Blogging
  + Reading