



ANTHONY GUPTA ANTU

MARKETING SPECIALIST

PROFILE

A results-oriented marketing professional with experience in planning, executing, and optimizing innovative marketing strategies. Skilled in data-driven insights and emerging trends to drive brand awareness & increase conversion. Seeking a challenging role to contribute expertise in marketing and help organizations achieve their marketing goals.

EXPERIENCE

Senior Executive, Digital marketing vivo Bangladesh

June, 2023 - Continuing

- Managing company's digital media buying process & overall digital promotion including digital content, & managed to drop the CPM.

Executive, Digital Marketing vivo Bangladesh

February, 2022 – June, 2023

- Managed company's official social media platforms & generated digital content ideas.

Executive, Digital Communication Shohoz.com

February, 2021 – February, 2022

- Managed company's official social media platforms & query channels, developed complaint management process.

Intern, Front Office Six Seasons Hotel

2019

REFERENCE

Tanzib Ahmed

Country Brand Manager
vivo Bangladesh
01711357049

Nusrath Amin

Asst. Manager, Quality & Training
Digicon Technologies Ltd.
01689733006

CONTACT



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Dhaka, Bangladesh



[linkedin](#)

EDUCATION

Bachelor of Tourism & Hospitality Management
Primeasia University, 2018 – 2023 | CGPA: 3.71/4

HSC

Notre Dame College, 2015– 2017 | CGPA: 4.75/5

SSC

Adarsha High School, 2013– 2015 | CGPA: 4.61/5

SKILL

87%

Strategy
Development

90%

Social Media
Marketing

85%

Project
Management

100%

Digital marketing
Tools

90%

Content
Marketing

85%

Team
Leadership

LANGUAGE

English - Fluent

Bangla- Native