

# POOJA GUPTA

Delhi

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## PERSONAL PROFILE

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- Marital Status : Single
- Nationality : Indian
- Known Languages : English , Hindi

## CAREER OBJECTIVE

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To join an interactive organization that offers me a constructive workplace to get more learning experience and provide my best to that organization also.

## EDUCATION

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- **Galgotias University**  
MBA (marketing/HR)  
8.3  
2019
- **Jiwaji university**  
Bsc(Biotechnology)  
70%  
2017
- **Kendriya Vidhyalaya, Karera**  
SSC  
70%  
2014
- **Kendriya Vidhyalaya**  
HSSC(CBSE)  
7.4  
2012

## EXPERIENCE

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- **Aheera India Pvt.lmt**  
Marketing Executive  
Oct 2022 - Till Today
  1. Conduct market Research and analysis to evaluate trends, brand awareness and competition ventures.
  2. Conceive and develop efficient and intuitive marketing strategies.
  3. Managed end to end development of new products category by liaising with cross- functional teams of production, supply chain, packaging.
  4. Product design concept and design specifications for new products.
- **Policybazar.com**  
Associate sales consultant  
Aug 2019 - Oct 2022
  1. Developed short-term and long-term sales objectives and strategic plans to meet market needs.
  2. Collaborated with sales and marketing departments to support business objectives and client acquisition.
  3. Penetrated targeted accounts to generate sales from within client base.

- **Primotech energy solutions Pvt.ltd**

Business development intern

May 2019 - July2019

1. Handling Organization's social media visibility and client acquisition.
2. Assist in marketing and advertising promotional activities.
3. Writing and scheduling email communications with clients.
4. Measure and report the results of marketing initiatives.

## TECHNICAL SKILLS

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- Business development
- Strategic planning
- Customers relations & communication
- Email marketing
- Digital marketing
- Custom handling and chat processingMS
- office
- MS presentation

## PROJECTS

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- **Business process of Google** *1 months*  
How organization run and made their revenue
- **Business process of Happy House Restro** *2 Months*  
Process involves into successfully opening and running the cafe
- **Idea generation for Business** *2 Months*  
Generate idea and layout for business

## ACHIEVEMENTS & AWARDS

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- Winner of University level products launch task
- Bharat scouts and guides award

## INDUSTRIAL EXPOSURE

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- Visited Mother Dairy, Delhi
- Seminar on Distribution channel system
- Visited JB Mangharam foods private limited, Gwalior

## INTERESTS

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- Reading about sci-fi biotechnology
- sketching

## ACTIVITIES

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- Participated in Entrepreneurial Development workshop
- Volunteer at environmental fest's
- Volunteer in galgotias unifest

## PERSONAL STRENGTHS

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Teamwork  
Cooperative  
work oriented Strategic  
thinking  
Learning orientation

