**Apoorv Gupta**

### PERSONAL INFORMATION

Date of Birth : 31/03/1990

E-mail : apoorvgupta2006ster@gmail.com

Contact No : +91- 7738132158

Marital Status. : Unmarried

### EDUCATION

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| YEAR  | DEGREE | INSTITUTE | BOARD/UNIVERSITY | RESULT (%) |
| 2014 | MBA | Amity Global Business School | Amity University | 8.79(CGPA) |
| 2011 | B. Tech. Electronics & Communication | SDDIET, Barwala | Kurukshetra University | 68.7 |
| 2007 | H. S. C. | Kendriya Vidyalaya | CBSE | 77.4 |
| 2005 | S. S. C. | Kendriya Vidyalaya | CBSE | 77.2 |

### WORK EXPERIENCE

**Organization :** Housing.com  **Duration:** 4th Feb 2019- 11th Mar 2020

**Designation :** Senior Account Manager

**Location :** Mumbai **Division:** Developer Sales

**Responsibilities :**

* Responsible for the entire process of lead management, sales and business development for the region.
* Driving scale and growth through proper sales planning and precise execution.
* Data management to ensure 100% coverage in assigned territory and tracking other key parameters.
* Client acquisition campaigns and lead generation to build as a flagship brand for Property Services in the respective region.
* Responsible service delivery ensuring client retention and reference.
* Provide the market intelligence, data analytics and insights for the marketing team to launch the right promotional and customer communication initiatives.
* Will be responsible for achieving targets in the designated areas.
* Developing and maintaining of database regular reporting & follow-ups.
* Mapping of new projects and new builders in designated territories, acquisition of new projects and new builders to ensure coverage across designated territory.
* Relationship Management with existing clients to ensure 100% coverage of new projects launched by the

**Organization :** Xseed Education Pvt Ltd  **Duration:** 1 Sept 2017- 31st Oct 2018

**Designation :** Education Specialist

**Location :** Mumbai **Division:** Customer Engagement

**Responsibilities:**

* To conceive, develop, and execute Xseed’s sales program in Mumbai region.
* the role requires diverse skills in planning, business development, closing deals and
* partnering within the team.
* Identifying new potential schools and getting in touch with school’s KDM’s and management
* Planning and executing local events, marketing activities to get potential schools opting for Xseed.
* Conducting teachers/ parent’s orientation and convincing them to adapt Xseed program in their school
* Understanding pain areas of school’s management (both Single owner/Trustee type) and give them the right solution
* Making sure the payment collections of signed up schools are happening on time
* Making sure the agreed set of trainings (PXT, Blossom, FUT) are happening on time.
* Coordinating with operations team for timely delivery of books and other teaching aids

**Organization:** Times Business Solutions (Times Internet Ltd)  **Duration:** 11 Sept 2014- 31st Aug 2017

**Designation:** Account Manager **Division:** Timesjobs.com

**Responsibilities:**

* Key Clients Retention
* Client acquisition which are using the competition portal
* Promoting our various offerings like Recruitment Solutions, Branding & Promotional Campaigns,
* Meeting HR Heads, Marketing Heads, Managing Directors, Directors and other decision makers and explaining them the benefits of our services compared to traditional methods
* Understanding client’s requirements and suggesting them suitable services
* Conducting negotiations and finalizing the deals with clients
* Coordinating with Creative and Operation Teams to ensure service
* Maintaining relations with existing clients, to ascertain and render quality service for long term business retention and enhancements

**Organization:** Franchise India  **Duration:** 19thNov 2013 - 9th Sept 2014

**Designation:** Assistant Manager **Division:** Franchise India Brands Ltd

**Responsibilities:**

* Explaining the consultancy process to every potential investor
* Giving them franchise related options
* Sending them the proposals
* Taking follow-ups and referrals for further leads
* Meeting the HNI clients and pitching them investment solutions
* Conducting negotiations and finalizing the deals with clients
* Approaching clients in various events like FRO, Investor meet etc

### CERTIFICATIONS

**Course:** The Fundamentals of Digital Marketing **Awarded by:** Google

 **Certificate id:** 2Q62UDLHS

**Course :** Career Edge-Knockdown the Lockdown **Awarded by :** TCS iON

 **Certificate id :** 119854-6620152-1016

### KEY ACHIEVEMENTS

* “Winner of Budding Champs” for getting highest orders in OND quarter by RM, Timesjobs.com
* “Silver medal for academics” in MBA by Amity University, Noida
* “Best student award for Marketing” awarded by Amity, Mumbai (May, 2014)
* Represented our college for inter college quiz competition held by Microsoft student partner at
* Chitkara institute of engineering and technology, Punjab. (2010)

### CO- CURRICULAR ACTIVITIES

* Organized & managed my team for Brand fest held at AGBS, Mumbai and stood first
* Ability to observe people and display it through photography
* Participated in Basketball Interschool Competition

### ADDITIONAL INFORMATION

* **Languages Known :df** English & Hindi
* **Hobbies :** Cooking, reading, playing guitar & photography

I hereby affirm that the information in this document is accurate and true to the best of my knowledge.

**Place:** Mumbai