

**DEEPAK GUPTA**

# 185, 3C, Main Bazar, Mandi Gobindgarh (Punjab)

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**EDUCATIONAL QUALIFICATIONS**

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| --- | --- | --- | --- | --- |
| **Year** | **Degree** | **School/Institute** | **Board/University** | **%age /CGPA/SGPA** |
| 2017-19 | MBA (in Marketing and Finance) | CGC Chandigarh Business School of Administration, Landran | Punjab Technical University | 6.58(SGPA) |
| 2014-17 | B.Com | Gobindgarh Public College, Mandi Gobindgarh | Panjab University, Chandigarh | 55.08% |
| 2014 | 12th | Gobindgarh Public School. Mandi Gobindgarh | CBSE | 69.6% |
| 2012 | Matric | Gobindgarh Public School. Mandi Gobindgarh | CBSE | 6.8(CGPA) |

**OBJECTIVE**

To work in practical way in a challenging and healthy work environment where I can explore and enhance my skills to meet organization’s goal and objective with full integrity and zest.

**ACADEMIC ACHIEVEMENTS**

* Participated in “Business Analytics” 2 days program conducted by IIM Calcutta.
* Participated in “Business Quiz”- A Quizard 2017 organized by CBSA department.
* Participated in “India International Olympiad of Accountancy – 12“conducted by Erudite Olympiad Foundation.

**PROJECTS UNDERTAKEN**

|  |  |  |
| --- | --- | --- |
| **1.** **Project Name: CONSUMER PERCEPTION TOWARDS AYURVEDIC PRODUCTS** | | |
| Area of Study | : | TriCity |
| Number of Respondents | : | 180 |
| Project Objective | : | 1. To study the factors that influence consumers behaviour while purchasing Ayurvedic products. 2. To study the customer level of satisfaction with regard to Ayurvedic products. 3. To know the consumption pattern of Ayurvedic products in Society. 4. Comparison with other health therapies/medicine. |
| Your Role |  | 1. Core Team Member |

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| --- | --- | --- |
| **2. Internship Project**  **Title: A STUDY ON PROMOTIONAL STRATEGIES ADOPTED BY MAGMA HDI GIC LTD.** | | |
| Area of Study | : | TriCity |
| Number of Respondents | : | 100 |
| Project Objective | : | * To find out whether the current promotional strategies are effective in creating awareness among people. * To find out what type of ads the customers like with respect to insurance products. * To suggest a new way of promotion for the company based on people’s awareness about the brand IDBI Federal life insurance co ltd. |
| Your Role |  | 1. Intern |

**3. Live Project on “Influencer Marketing – Capture Real Campus Experiences of Students and Alumni as Reviews on Shiksha.com – March 2018”.**

**WORK EXPERIENCE**

* 4 Months experience at **MAGMA HDI GIC LTD**. as a **Unit Sales Manager**.

**INTERPERSONAL SKILLS**

* Ability to communicate with people in a confident way.
* Ability to work in a team and set up trust.
* Ability to adopt the any type of environment very comfortably and in less time.

**TECHNICAL SKILLS**

* Completed online course on ‘**The fundamentals of Digital Marketing**’ conducted by Google.
* Practicing Digital Marketing.

**EXTRA-CURRICULAR ACTIVITIES**

* Actively participated in organizing PARIVARTAN 2K18 at Chandigarh Group of Colleges. Landran.
* Actively participated in N.S.S. camp organized by Panjab University in 2015 in connection with the theme “Health India”.
* District level winners of Basketball during session of 2009-10.
* Player of school basketball team that participated CBSE Ludhiana East Sahodaya School competition during session of 2012-13

**HOBBIES/INTERESTS**

* Browsing on internet to get updated with current affairs and issues.
* Watching and playing Basketball.
* To interact with people to have the discussions on common issues.
* Travelling and visiting new places.

**PERSONAL INFORMATION**

**Date of Birth** : 29 August 1996

**Gender / Marital Status**: Male / Single

**Language Proficiency**: English, Hindi, Punjabi

**DECLARATION**

*I do hereby declare that the above information is true to the best of my knowledge****.***

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**Name: Deepak Gupta**

**Date :**