

DIVYA GUPTA

Deputy Manager – Business Development

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- Brand Marketing
- Strategic Planning
- Events & Exhibitions
- Digital Marketing
- Operations
- Procurement

Career Objective

To be employed in a challenging environment, where I can utilize my research, critical reasoning, and analytical skills to make significant value addition to the company.

Key Responsibilities

- ✓ Analyse customer's data and send report to client, improving performance of individual agents, have knowledge about MS- Excel, implementing lean ideas.
- ✓ Managing the performance of the team.
- ✓ Managing the social media accounts Facebook, Instagram, and Twitter. Etc.
- ✓ Developing templates, flyers, web posts, and catalogues.
- ✓ Sourcing and Vendor Development
- ✓ ATL & BTL Marketing
- ✓ PR Activities
- ✓ Market research & Competition comparison
- ✓ Managing Events & Exhibitions Activities
- ✓ Operations
- ✓ Corporate Gifting.

Strength

- ✓ The ability to consistently produce high-quality work and meet deadlines, as well as a willingness to put in the effort required to achieve your goals.
- ✓ The ability to maintain a positive outlook even in challenging situations, and to approach problems with a solution-oriented mindset.

Work Experience

Rana Group of Companies (2020 to till now)

Erisha Agritech Pvt. Ltd., Delhi

Deputy Manager- Business Development

(Trainee to DM)

Digital Marketing- Handling company India Mart, FB, Insta, Twitter ID's. Creating Templates, Flyers, Web posts & Catalogue. Leading **Sales Team & Graphic designer team.**

Procurement/ Sourcing and Vendor Development.

Work on **Branding**, Marketing material, **Corporate Presentations**, ATL & BTL activities and **Market research, Product wise competitor comparison.** Managing **Events & Exhibitions** Activities, Corporate gifting. Operations.

PATHWAY, Delhi

Admin- Back-office work, Billing, Office Coordinator, Taking Interview, Vendor Management, Employee Salary.

GENPACT, India

Process Associate – A.D.C.C

Fraud & Research Analyst in Wells Fargo Financial Bank

Engaged in Offshore Service Delivery Operations of Financial, Fraud Transaction Processes.

Training Completed

- Excel Training
- Conflict Management
- Compliance

Skills

- ✓ Possess good communication skills Decision making.
- ✓ Ability to motivate others for hard work.
- ✓ Go Getter, eager to take on and fulfil responsibilities efficiently.
- ✓ Always keen to take extra responsibilities.
- ✓ To be a perfectionist in my job.
- ✓ Result oriented, self-managing & motivating and driving tasks to completion.
- ✓ Comfortable with quick pace of change with a passion of learning and flexibility to adapt to changes.
- ✓ Ability to quickly adjust to changes in the workplace, such as new technologies, processes, or team members.
- ✓ Ability to identify issues, analyse information, and develop effective solutions.
- ✓ Ability to use various software, tools, and technologies relevant to your field.
- ✓ Ability to think outside the box, generate new ideas, and innovate in your work.

Technical Qualification

- Diploma in Banking and finance from Annamalai University
- Certified Financial Management Course from IIFA

Academic Qualification

- Higher Secondary Examination (Comm), 2007 from CBSE Board, Delhi
- Bachelor of Business Administration From, 2010 Apex Group, Delhi

Personal Information

Date of Birth: June 26, 1989
Father's Name: Mr. Pradeep Gupta
Permanent Address: B-46, flat no.207 Vishwakarma Colony
M.B road New Delhi-110044

Date:

Sign: