



Hello! I'm Sourav

Marketing & Branding Manager

+91-8630643840

kumarguptasourav4444@gmail.com

A branding expert with a dynamic career experience in B2B ad B2C marketing, served both product and service industries. I seamlessly bridge creativity and strategic thinking. Skilled in developing impactful product marketing strategies and creating compelling campaigns. A rich corporate background in catering to both national and international clients.

Education

2021-2023

MBA (Marketing)

Maharaja Agrasen H.G. University

2017-2020

Bachelor Degree

Delhi University, New Delhi

2018-2019

Advance Diploma in Designing

Academy of Applied Arts, New Delhi

2017-2018

U.G Diploma in Event Management & Designing

National Institute of Event Management, New Delhi

Skills

- Designing •Content Marketing •Copy Writing
- UI/UX •Creative Thinking •Leadership
- Video Editing •Digital Marketing
- Market Research •Problem Solving
- Multi-Tasking •Analytical Skills
- Meta Business Suite •Adobe Creative Suite

Expertise

Branding

Ideation

Research

Story-telling

Work experience

Luminous *(Gurugram)*

Manager/Category Head (Branding & Marketing)

2020 - Present

Responsibilities served

- Oversaw brand with ATL, BTL & TTL marketing activities.
- Led IPL(Indian Premier League) 2023 marketing campaign for Luminous with Rajasthan Royals.
- Managed brand category (Solar and INBT) with products which includes designs for digital platforms like social-media, blogs, web-banners, channel communication and for print purposes like catalog, flyer, hoardings, stores banners and packaging.
- Created multi-channel marketing campaigns for 50+ SKU.
- Developed digital marketing campaigns that boosted consumers in southern range of India.
- Simultaneously, managed the marketing activities for the sub-brand 'Amaze'.
- Led "Meet up with Virat Kohli" event, designed creatives for event and worked with the team to design event space and theme.
- Managed In-house activities.

Pro-X Infotech *(New Delhi)*

Brand Head

2019 - 2020

Responsibilities served

- Developed and managed brand identity.
- Drove the designs and positioning of AI (Artificial Intelligence) products.
- Participated and designed for "30th Convergence India Expo" event hosted at Pragati Maidan.
- Managed for sub-brand "Servottam" and established a new sub-brand "Mountiver" from scratch.
- Designed UI/UX for websites.

Glen Group of Companies *(Amritsar & Canada)*

Marketing Executive

2018 - 2019



Responsibilities served

- Developed and maintained content strategy in support of branding generation objectives via the creation of blog post, promotional videos and social media marketing.
- Supervised rebranding.
- Designed promotional merchandise.
- Participated in an event "Work British Columbia" and led design team.
- Maintained client's retention rate.

Languages Known

- English
- Hindi
- Punjabi

Personal Information

Full Name	Sourav Kumar Gupta
Date of Birth	16th of July, 1998
Gender	Male
Marital Status	Unmarried
Hometown	Muradnagar (Uttar Pradesh)
Nationality	Indian

