## SUBHAM PRASAD GUPTA



| in MALE, 22  |  |   | KNOWLEDGE . LEADERS   |
|--|--|---|---|
| Marketing Maveric  | k   2 <sup>nd</sup> rank in Under Grad   | uation   Summer Intern at K12  Markaiz  | zen Club - IIM Sirmaur  |
| EDUCATION  |  |   |   |
| Year   | Degree   | Institute/ School   | Percentage  |
| 2024   | MBA  | Indian Institute of Management Sirmaur  | 60.0  |
| 2021   | BBA  | Bharati Vidyapeeth, Pune  | 85.0  |
| 2018   | ISC XII  | St. Xavier School, Ranchi   | 72.8  |
| 2016   | ICSE X   | Don Bosco Academy, Ranchi   | 80.5  |
| SUMMER INTERNS   | SHIP   |   |   |
| K12 Techno Services  |  | Management Trainee  | Apr'23 - May'23   |
| Competitor analysis  | • Researched and analysed the  | on competitors to identify their strategies, produce company's <b>internal finance division</b> to identias and implemented strategies to bridge community  | fy cost-saving opportunities  |
| INTERNSHIPS  |  |   |   |
| Jobaskit   | M  | Iarketing Manager Intern  | Jun'23 - Aug'23   |
| Digital Marketing  | <ul><li>tools for planning and impler</li><li>Monitored and analysed websiteams and communicated websiteams</li></ul>  | competitor research and analysis to structure SE<br>nentation, Analysed and maintained <b>S.E.R.P</b> po<br>site and <b>social media analytics</b> , presented <b>idea</b><br><b>vith senior leaders</b> about marketing <b>campaigns</b>   | sitions for the keywords<br>s and final deliverables to<br>s, strategies, and budgets   |
| Achievements   |  | nedia engagement, 15% improvement in w  |   |
| Godrej Properties  |  | Market Expansion  | Aug'20 - Sep'20   |
| Market Expansion   | <ul><li>Proficiently disseminated de</li><li>Implemented lead conversion</li></ul>   | gies to help brand managers effectively & efficie<br>etails about the latest Godrej properties developr<br>n strategies and tracked daily pitch metrics to ass  | ments to prospective buyers<br>ess successful presentations   |
| Aditya Birla Sunlife In  | isurance N   | Taulastina 9 Calas Intern   | May'20 - Jun'20   |
| Autya Dilla Sullille II  |  | Marketing & Sales Intern  | ,   |
| Client Management  | <ul> <li>Consulted with clients and pr</li> <li>Expertly delivered tailored ra</li> <li>Assisted with completion of a</li> </ul>   | rospective clients to assess insurance needs, budg<br>the <b>quotes</b> and coverage recommendations; assis<br><b>application</b> and other necessary paperwork; obt  | ted with long-term planning   |
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| Client Management<br>CORPORATE PROJ<br>Fundsroom<br>Report Analysis  | <ul> <li>Consulted with clients and pr</li> <li>Expertly delivered tailored ra</li> <li>Assisted with completion of a</li> </ul> ECTS <ul> <li>Conducted comprehensive re</li> <li>Created comprehensive finar</li> </ul>  | rospective clients to assess insurance needs, budg<br>ite quotes and coverage recommendations; assis<br>application and other necessary paperwork; obt<br>Marketing Analyst<br>esearch and analysis to craft impactful marketin<br>ncial reports, portfolio analysis and audits for   | ted with long-term planning<br>ained underwriting approval<br>Nov'22 -Dec'22<br>ng strategies and reports<br>diverse investment assets  |
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| Client Management<br>CORPORATE PROJ<br>Fundsroom<br>Report Analysis<br>Jiyonwall<br>Research Analysis<br>Celcom Solutions Glo<br>Strategy<br>Recommendation<br>ACADEMIC PROJEC<br>Indian Institute of Ma<br>Analysis of Retail<br>Business<br>Bharati Vidyapeeth, F<br>Analysis of Aditya<br>Birla Sunlife<br>PROFESSIONAL SK<br>Digital Marketing   | <ul> <li>Consulted with clients and pr</li> <li>Expertly delivered tailored ra</li> <li>Assisted with completion of a</li> <li>ECTS</li> <li>Conducted comprehensive re</li> <li>Created comprehensive finar</li> <li>Sa</li> <li>Conducted detailed research</li> <li>Compiled the list of prospect</li> <li>bal Pvt Ltd</li> <li>Maintained close communica</li> <li>Conducted extensive CRM r</li> <li>CTS</li> <li>anagement, Sirmaur</li> <li>Analysed and researched the analysis, customer segmen</li> <li>Pune</li> <li>Researched Aditya Birla Sun offerings, financial prowess</li> <li>TILLS</li> <li>Minitab</li> <li>W</li> </ul>   | rospective clients to assess insurance needs, budg<br>ite quotes and coverage recommendations; assis<br>application and other necessary paperwork; obt<br>Marketing Analyst<br>esearch and analysis to craft impactful marketin<br>ncial reports, portfolio analysis and audits for<br>iles and Marketing Department<br>and analysis of industry trends & competitor act<br>tive partner organizations for facilitating collabor<br>Research Analyst<br>tion with the CEO & CMO, offering insightful a<br>esearch & solutions for sales, delivering CMO-<br>market overview, changes in retail business over<br>it, consumer insights, and market attractiveness of<br>Life's performance and strategies, comparing with  | ted with long-term planning<br>ained underwriting approva<br>Nov'22 -Dec'22<br>ng strategies and reports<br>diverse investment assets<br>Oct'22 -Nov'22<br>ivities for competitive edge<br>rative efforts to promotion<br>Sep'22 -Nov'22<br>advice for growth & success<br>-approved growth strategies<br>Feb'23 -Mar'22<br>the decade, competitive<br>of Walmart supercenter<br>Feb'21 -Mar'22<br>th industry peers, Analysed  |
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