

SUBHAM PRASAD GUPTA

in MALE, 22



IIM SIRMAUR
KNOWLEDGE · LEADERSHIP

Marketing Maverick | 2nd rank in Under Graduation | Summer Intern at K12 | Markaizen 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 INTERNSHIP				
K12 Techno Services Pvt. Ltd		Management Trainee	Apr'23 - May'23	
Competitor analysis	<ul style="list-style-type: none"> Conducted in-depth research on competitors to identify their strategies, products, and market positioning Researched and analysed the company's internal finance division to identify cost-saving opportunities Developed recommendations and implemented strategies to bridge communication gaps & effectiveness 			
INTERNSHIPS				
Jobaskit		Marketing Manager Intern	Jun'23 - Aug'23	
Digital Marketing	<ul style="list-style-type: none"> Conducted keyword, market, competitor research and analysis to structure SEO programs & used SEO tools for planning and implementation, Analysed and maintained S.E.R.P positions for the keywords Monitored and analysed website and social media analytics, presented ideas and final deliverables to teams and communicated with senior leaders about marketing campaigns, strategies, and budgets 			
Achievements	<ul style="list-style-type: none"> Increased 20% in social media engagement, 15% improvement in website conversion rates 			
Godrej Properties		Market Expansion	Aug'20 - Sep'20	
Market Expansion	<ul style="list-style-type: none"> Developed marketing strategies to help brand managers effectively & efficiently execute diverse projects Proficiently disseminated details about the latest Godrej properties developments to prospective buyers Implemented lead conversion strategies and tracked daily pitch metrics to assess successful presentations 			
Aditya Birla Sunlife Insurance		Marketing & Sales Intern	May'20 - Jun'20	
Client Management	<ul style="list-style-type: none"> Consulted with clients and prospective clients to assess insurance needs, budget, financial planning goals Expertly delivered tailored rate quotes and coverage recommendations; assisted with long-term planning Assisted with completion of application and other necessary paperwork; obtained underwriting approval 			
CORPORATE PROJECTS				
Fundsroom		Marketing Analyst	Nov'22 - Dec'22	
Report Analysis	<ul style="list-style-type: none"> Conducted comprehensive research and analysis to craft impactful marketing strategies and reports Created comprehensive financial reports, portfolio analysis and audits for diverse investment assets 			
Jiyonwall		Sales and Marketing Department	Oct'22 - Nov'22	
Research Analysis	<ul style="list-style-type: none"> Conducted detailed research and analysis of industry trends & competitor activities for competitive edge Compiled the list of prospective partner organizations for facilitating collaborative efforts to promotion 			
Celcom Solutions Global Pvt Ltd		Research Analyst	Sep'22 - Nov'22	
Strategy Recommendation	<ul style="list-style-type: none"> Maintained close communication with the CEO & CMO, offering insightful advice for growth & success Conducted extensive CRM research & solutions for sales, delivering CMO-approved growth strategies 			
ACADEMIC PROJECTS				
Indian Institute of Management, Sirmaur			Feb'23 - Mar'23	
Analysis of Retail Business	<ul style="list-style-type: none"> Analysed and researched the market overview, changes in retail business over the decade, competitive analysis, customer segment, consumer insights, and market attractiveness of Walmart supercenter 			
Bharati Vidyapeeth, Pune			Feb'21 - Mar'21	
Analysis of Aditya Birla Sunlife	<ul style="list-style-type: none"> Researched Aditya Birla Sun Life's performance and strategies, comparing with industry peers, Analysed offerings, financial prowess, and customer-centric approach, highlighting its market position 			
PROFESSIONAL SKILLS				
Digital Marketing	Minitab	Website Developer	Data Lingo	Poster Design
PROFESSIONAL CERTIFICATIONS				
<ul style="list-style-type: none"> Product management course - Enhanced skills in strategy, market analysis, and development, adding value to product Digital marketing course – Mastered optimizing brand presence through strategic campaigns & data-driven insight Advanced Excel course – Experience in creating complex spreadsheets and streamlining business processes 				2022 2021 2021
POSITIONS OF RESPONSIBILITIES				
Markaizen Club Senior co-ordinator member IIM Sirmaur (2022-23)	<ul style="list-style-type: none"> Successfully orchestrated and managed both inter-college and intra-college events related to marketing, attracted over 500 participants making it engaging and enriching experiences for all attendees Demonstrated expertise in marketing by crafting and sharing insightful concepts on various social media platforms, effectively disseminating knowledge and fostering a deeper understanding of the subject 			
OTHER INTRESTS				
Swimming	Cricket	Magic Tricks	Trekking	Speaker