**Akanksha Gupta**

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| **CAREER OBJECTIVE** |
| Seeking a career to utilize my knowledge, experience, personal skills to gain comprehensive understanding at a reputed organization so as to take responsibility and contribute significantly for the betterment and growth of the enterprise.And continuously enhance my knowledge & skills by achieving professional & personal growth in all aspects of life.ss |
| **PROFESSIONAL EXPERIENCE****PROFESSIONAL EXPERIENCE** |
| **Synergy Ltd(May-Dec 16)****Big Basket****(Oct-feb 20)****Byju’s****(June-present)** | Location: Mumbai Designation: Business development Associate* Invite CEO, MD and Heads of department of corporates and banks for the event.
* Get full knowledge about their background what expertise they have.
* Call their secretaries and get appointment.
* Doing 2 call back 3rd call back for their confirmation.
* Get their confirmation how many people will be participating in an event.
* Get form which is signed by higher authorities.
* Doing follow up and close the deals.
* Get payment by companies.
* Doing calls 60 to 70 daily to get connected with different heads of department of one company.
* After payment doing follow up for their tickets, hotel bookings.

Location: GurgaonDesignation: Business development Executive* Handling B to B and B to C
* Promotion of BB Daily in Gurgaon in Societies and Corporate Area
* Taking permission from society and put a stall in society
* Negotiation for prices to save our extra cost which helps in Company Revenue
* Direct interaction with customer
* App installation of BB Daily
* Wallet recharge from Customers
* Taking Feedback from customers
* Help them to recharge again and purchase from bb daily
* Put a stall in Corporate Area
* Stall in Societies functions like Christmas, Holi,Diwali
* Maintain data in Excel of Customers
* Call on the data for new customers
* Call on an old data of bb daily customers
* Team Leading of Five people

Location: Lucknow(WFH)Designation: Pre Sales Associate* Calling on leads which is given by company
* Make a follow-ups
* Speak to parents and child
* Book counseling session for team
* Take the confirmation for counseling session
* Update on the sheets
* Keep a track of session BDA has reached or not
* Marked activity on that
* Take a follow up for the session that is closed or not
* If session is cancelled for any reason then reschedule them
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| **INTERNSHIP** |
| **Reliance Securities****Ltd** | Location: Agra (U.P.) Designation : InternTitle: Consumer Buying Preference And Comparative Analysis* Contributed to the growth of the Retail business by getting 3 new clients.
* Get knowledge about share market and Home meetings with clients.
* Contact to the existing customer & try to solve their problem if any
* Cold Calling
 | April-May 2014  |
| **Big Bazaar** | Sales and Service.* Dealing with customers & customers issues.
 | 24th– 26th Jan,2015 |
| **NGO PROJECT** |
| **Dharma Bharathi Mission** | Designation : VolunteerTask: Create Awareness of N.G.O “COLLECT MONEY” FOR unprivileged/ Dropouts/Skilled and unskilled people.Contributed to plan and coordinate participation in the Mega Event “Job Fair” organized by Dharma Bharathi Mission. | 10th-22nd Nov,2014 |
| **ACADEMIC CREDENTIALS** |
| **Degree** | **Institute, Location** |  | **Year** |
| **PGDM (Marketing)** | ITM Business School, Kharghar, Navi Mumbai |  | 2016 |
| B.Tech(C.S) | Shridhar University, Pilani  |  | 2014 |
| XII (UP) | Q.V.G.I.C, AGRA |  | 2009 |
| X (UP) | Q.V.G.I.C, AGRA |  | 2007 |
| **STRENGTHS** |
| Adaptable, Punctual, Team Player & Self-Motivated are some of my key strengths. |
| **TECHNICAL QUALIFICATIONS**  |
| **Technical****Knowledge** |  Basic Knowledge of Computer, Internet Applications, MS-Office, MS-Excel, Outlook. |
| **POSITIONS OF RESPONSIBILITY** |  | 2015 |
| **ITM Business School** |  Course coordinator – Marketing management Member of Creativity Team in maverick | 2014 |
| **Graduation** | Member of Cultural Committee | 2014 |
| **EXTRA CURRICULAR ACTIVITIES AND ACHIEVEMENTS** |  |  |
| **Achievement** | * 1st position in Sanskrit Akhil Bhartiya Quiz
* 1st position in making cushion competition
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| **Competitions** | * Dance
* Computer Quiz
* Olympiad
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