



# Shashank Gupta

Graduate

 Patna, Bihar, 800001

 9560543106

 samargupta95@gmail.com

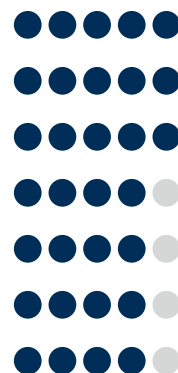
 <https://www.linkedin.com/in/shashank-samar-gupta-2>

To secure a position as a marketing professional in order to utilize marketing and interpersonal skills with accuracy and efficiency while maintaining a motivated, productive and goal oriented environment for the entire professional team on board. High-achieving Business Development Representative bringing expertise in marketing, sales and operations. Consults with customers, builds strong relationships and increases sales numbers.



## Skills

- Team work
- Time - management
- Team management
- Business administration
- MS Office
- Sales expertise
- Closing techniques



## Work History

2018-07 - 2018-09

### Digital Marketing Intern

*Insulink Packaging Solutions Pvt. Ltd., Noida, Uttar Pradesh*

- Assisted with daily administrative duties.
- Created unique and engaging content for range of social media platforms including Pinterest, FaceBook and Instagram.
- Contributed to mock-ups, email campaigns and social media content.
- Performed market analysis and researched latest trends.
- Tracked social media trends and adapted to attract target follower demographic.
- Identified thought leaders and influencers to promote and engage in brand activities.
- Maintained organized, presentable merchandise to drive continuous sales.
- Educated customers on promotions to enhance sales.

2017-05 - 2017-07

### HR Intern

AAI, Airport Authority Of India, Delhi, Delhi

- Coordinated work activities of subordinates and staff relating to employment, compensation, labor relations and employee relations.
- Delivered friendly assistance with new hires throughout interviewing and hiring process.
- Recruited and screened qualified potential employees.
- Administered compensation, benefits and performance management systems and safety and recreation programs.



## Education

2016-07 - 2019-06



### Bachelors in Business Administration: Business Management

*Birla Institute Of Technology - Patna*

- Co-ordinator of Prakrida(Sports day) and Jhalak (Annual fest)
- Member of Music Club
- Graduated in Top 10% of Class
- Majored in Human Resources and Finance
- Graduated with 7.58 GPA

2012-04 - 2014-05



### Higher Secondary School: Science

*Shivam International School - Patna*

- Passed with 78%

2008-04 - 2012-05



### Senior Secondary School

*Radiant International School - Patna*

- Graduated with 7.8 CGPA



## Additional Information



- Campus Ambassador of SpringFest (IIT Kharagpur)
- Attended workshop in ethical hacking
- Attended photowalk workshop
- Won 2nd prize in Singing competition at college
- Attended seminars and workshop at college
- Co - ordinator at the college events ( sports , cultural - techno fest )



## Languages



ENGLISH



GERMAN



HINDI



## Certifications

2019-07



Digital Marketing

2020-05



Brand Management

2020-07



Negotiation Skills



## Interests

- Avid Reader
- Singing
- Travelling
- Photography
- Social work