

Vikrant Gupta  
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An enthusiastic & high energy driven professional targeting assignments in **Marketing** with a reputed set up  
**Location Preference:** Delhi/NCR

## Profile Summary

- A focused professional with zeal to make a winning career in **Marketing** with an experience of nearly 3 years
- Associated with HCL Technologies, Noida as Account Manager (Market Research)
- Monitored analysis, design, verification, demonstration and maintenance of products in a process-driven, team environment
- Sales and Marketing strategies implemented in order to promote and sell their research services
- Designed questionnaires for qualitative and quantitative research based on activity objectives and market knowledge
- Skilled with competence to analyse and interpret unique problems, with a combination of training experience and logical thinking to find the right solutions
- Worked with JANTAIL'S Infrastructure Pvt. Ltd. as Marketing Manager

## CORE COMPETENCIES

~Project Execution                      ~Market Research                      ~Prog. Management  
~Consulting                                ~Account Mgmt.                        ~Qualitative Analysis  
~Campagin Management                ~Content Marketing                    ~Client Servicing

## ORGANIZATIONAL EXPERIENCE

**JANTAIL'S Infrastructure Pvt.Ltd,Delhi**  
**Marketing Manager**

**Aug'16**

### Highlights:

- Responsible for developing and executing the business plan for JANTAIL'S infrastructure division
- Create marketing communication plan and understanding client requirements using ATL and BTL techniques.
- Conducting Internet/desk research on the ongoing trends in real estate and identifying the competitors and their Marketing strategies
- Targeting new prospects and converting them into clients via cold calling, meetings, elevator pitching and events.
- Identifying best practices for the company in relation to customer satisfaction, timely delivery, decreased cost and better quality
- Developing the annual business development plan for the company with respect to acquiring new clients and providing effective service offerings.
- Developed and implemented communications initiatives and strategies, with a major emphasis on social platforms like **Facebook, LinkedIn,Instagram and RealEstate portals.**

**HCL Technologies, Noida**  
**Marketing Executive**

**May'14-June'16**

### Key Result Areas:

- Preparing requirements, design specifications and functional & technical design documents
- Designing questionnaires with the help of tools like survey monkey for qualitative and quantitative research based on activity objectives and market knowledge; monitoring documents to process incidents and workflow of the organization
- Executing research reports for HCL clients in sync with their business problems; providing them highly optimized solutions as inputs to their business strategy
- Managing studies and research reports for HCL'S service lines like Infrastructure services, Engineering and R&D Services and Business services covering several industries; Banking, Travel, Transport, Logistics, Consumer Services and Retail
- Making and covering a broad range of company reports in the form of Account research, Executive profiling, Custom reports; with the help of company website (Annual reports), One Source, Capital IQ, Bloomberg, Forbes, Crush reports and Factiva.
- Providing secondary research to the sales team for creating RFP'S
- Involved in preparing executive profiles for C-level, SVP, VP and board members of the asked companies and organizations.
- Maintaining **research** tracker and deliverables on daily basis as a part of revenue generation.
- Conducting CSAT survey and taking feedback from clients via cold-calling, in order to rectify our areas of improvement and identify likely buyers helping increase the company's qualified leads
- Releasing monthly emailers and newsletter for sales and marketing team; updating them with the ongoing trends and development in IT industry
- Engaging with sales team and helping them discover business opportunities with EN(Existing-New) and NN accounts (New-New) ; across regions like NORDIC, EMEA and APAC.

#### Highlights:

- Key research accounts handled : Pearson, ABB, CenturyLink, Rockwell Automation & Manchester United
- Coordinated an event named MADJAM in 2016 for promoting ideas within HCL stake holders

#### INTERNSHIP

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<b>Title:</b>	Purchase Influencing Factors in Desktop/Laptops
<b>Organisation:</b>	HCL Infosystems Pvt. Ltd., Noida
<b>Period:</b>	May'13 – Jun'13
<b>Description:</b>	Conducted a market research survey of over 400 people using qualitative and quantitative analysis for promoting their products and finding the work areas of the competitive companies. Promoting sales and marketing strategies implemented in order to sell their products.

#### ACADEMIC DETAILS

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- PGDM (Marketing and Human Resource Management) from Jaipuria Institute of Management, Noida in 2014 with 2.4/4 CGPA
- B.B.A (General) from Jagannath Institute of Management Sciences, New Delhi in 2011 with 62%
- 12<sup>th</sup> from Amar Jyoti Intermediate College, Farukhabad in 2008 with 78%
- 10<sup>th</sup> from Starex International, New Delhi in 2006 with 81%

#### IT SKILLS/CERTIFICATIONS

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- MS Office (Word, Excel and PowerPoint)
- Certified Digital Marketing Professional Program in Association with Google
  - Google Adwords and Managing Ad campaigns
  - Introduction to Google Analytics and its role in achieving business objectives
  - Importance of SEO and how to create a successful SEO plan

#### EXTRACURRICULAR ACTIVITIES/ ACADEMIC ACHIEVEMENTS

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- Constant member of the media and placement committee in Jaipuria Institute of Management, Noida at Pagalguy.com
- Certified participated:
  - Chanakya (Business Stimulation Programme organized) by AIMA
  - Inter- college cricket tournament in 2012
  - Singing competitions
- Received Awards:
  - Gold Medal in inter-college sports event, Spardha-2012, by Jaipuria Institute of Management, Noida
  - Media Committee (E-Sqaure) for the completion of Project on Online Marketing at Jaipuria Institute of Management, Noida

## **PERSONAL DETAILS**

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Date of Birth: 1<sup>st</sup> November 1990  
Languages Known: Hindi and English  
Permanent Address: C 2-45, Mangal Apartment, Vasundhara Enclave, Delhi - 110096