

Mayank Gupta

mayankgptt001@gmail.com | +91 9028940074

Age: 24 years | Male



Executive Summary

Experienced sales manager with demonstrated history of working in financial industry. Skilled in process management, people management, portfolio management, client management and services. Strong sales professional with Master of Business Administration focused in marketing from Institute of management technology, Nagpur.

Professional Experience

May 17 to till date

Manager sales, **Bajaj Finance Ltd**

- Responsible for **cross selling unsecured loan and insurance products** in Mumbai and Nagpur region.
- Managing a team of 3-4 direct reportees, driving key business matrices.
- Liaising with risk and credit team, managing product portfolio.
- Managed data from various channel to drive business growth
- Formulated promotional strategies to increase sales and thereby penetrating in market to increase share
- Achieved 150% of target in the month of April 2018, giving 42% YOY growth
- Changed and set the process, as a result daily productivity of DMA increased from 2.8 files login to 3.5 files login per day

Academics

Year	Degree	CGPA / (%)	University/ Institute
2017	PGDM (Marketing)	6.55/10	Institute of Management Technology, Nagpur
2014	B.Com	50.50%	VMV College, Nagpur
2011	12 th	66.33%	Dr. Ambedkar College, Nagpur (Maharashtra board)
2009	10 th	81.38%	Shri Rajendra High School, Nagpur (Maharashtra board)

Summer Internship Program

April 16 to June 16

Sales and Promotion of Fresh products in Nagpur, **AMUL (GCFMMF Limited)**

- Responsible for increasing the market penetration of the fresh products like milk, curd, etc. in Nagpur region Prepared a questionnaire, conducted survey among retailers to understand the market needs
- Recommended new product introductions like buttermilk to meet the market needs in the given region Redesigned the distribution network for **minimizing the operational issues** like time and cost of travel
- **Increased the number of retailers from 70 to 82 and the market share of fresh products by 4% in the region**

Academic Projects

Live Project at **Rolls Mania- a QSR serving rolls and beverages**

- Responsible for creating Brand awareness and attaining a significant market share in Nagpur
- Used the USP of the company by approaching the prospective clients like Banks, Colleges, Outlets, etc. and negotiating with them about introducing the product
- Recommended the product to 50 clients and was able to convert 5 including ICICI Bank and Kotak Mahindra Bank.

Live Project at **Playcer- an app based service to spot play grounds**

- Responsible for increasing the customer base and conveying the communication to a wider audience
- Approached various Sports Clubs and sports players in Nagpur and pitched them the offering
- The app download on the **Android Play Store** increased from 500 to 950 in a period of one month

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Skills

Business Skills: B2C and B2B sales, Designing promotional strategies, Negotiation and Leadership

Technical Skills: MS Word, MS Excel and MS PowerPoint

Extra-curricular Activities

- Captained **Vidarbha Cricket Association** team in various prestigious domestic cricket trophies like Poly Umrigar, Vijay Merchant, Cooch Bihar and Vinoo Mankad from 2007 to 2013
- Trained under Niel D'Costa, an Australian coach who has experience in training the likes of **Michael Clarke and Phil Hughes**
- Member of Sports Committee of IMT Nagpur and organised **national level B-school sports fest**
- Member of Kilkari, a social activists' group of IMT Nagpur that serves the **underprivileged children** in the nearby villages by helping them meet their basic life needs
- Captained the cricket team of IMT Nagpur at the sports event organized by IIM Indore in Feb 2016.
- Won the inter B-school National Dance competition held at IMT Nagpur in October 2016
- Member of the Organizing Committee of Model United Nations (MUN) at IMT Nagpur