

**JANVI GUPTA**

Mobile: +91-8770867816

Email: jhanvig29@gmail.com**Career Objective**

Marketing graduate and e-commerce specialist, increased sales of 10+ companies by 90% from 2020-2022 using Facebook Ads and other social media platforms. Seeking to utilize marketing background, superb writing skills, and familiarity with social media campaign strategy in a Digital Marketing position in companies like Craact and Curickbox.

Exceptionally organized individual with proficient skills in Photoshop, illustrator, and InDesign. Seeking a Digital Marketing Manager position in companies to utilize 3 years of experience increasing online sales and customer relations using electronic platforms. Coming with team building skills and excellent communication skills to lead the team.

Currently giving services to 10+ brands through my own companies CRAACT & DIGITO MOTIF.

Academic Record

- **MBA (MARKETING MANAGEMENT)** from Institute of Management Studies, Devi AhilyaVishvavidyalaya, Indore and secured 82.20% in 1st year.
- **B.com (ACCOUNTING AND TAX MANAGEMENT)** in 2019 from School of Commerce, Devi AhilyaVishvavidyalaya, Indore and secured 82.30%.
- **H.S.C.E** in 2016 from Chameli Devi Public School, Indore.
- **S.S.C.E** in 2014 from Chameli Devi Public School, Indore.

Work Experience

Organization	DIGITO MOTIF
Designation	FOUNDER
Location	Indore
Duration	03/03/2020 till date
Profile	Leading the entire company and managing international and national client.

Organization	CRAACT
Designation	DIGITAL MARKETING FACULTY AND SOCIAL MEDIA HEAD
Location	Jaipur
Duration	9-3-2019 till date
Profile	Taking lectures on digital marketing and web development along with handling social media department.

Organization	ICICI BANK
Designation	Deputy Manager 1
Location	Ahmedabad

Duration	9-3-2021 – 14/06/2021
Profile	Relationship Manager and Personal Banker

Summer Training

Organization	Curickbox, Indore
Projects	Business development and Digital Marketing.
Key Learning's	Building media house, and a media network. Sponsored and advertised: Branded content. Brand awareness. Content curating, content creation, and content distribution. Social media advertising and promotion. Post designing. Social media grid formation.
Duration	45 Days

Organization	Ana Consultants, Indore.
Projects	Marketing, Business Development, Sales Promotion, and Human Resource.
Key Learning's	Business development and business promotion. Product endorsement. Event management. Customer service. Market storming. Interaction with people. Human resource recruitment.
Duration	75 Days.

Additional Proficiencies

- Certificate course in Equity and Derivatives Market.
- Certificate course in Advance MS-Excel.
- Certificate course in Career Edge offered by TCS iON.

Achievements and Co-curricular Activities

- Participated in Workshop on Marketing and Leadership at IIM, Indore.
- Certificate of achievement for dedication and hard-work presented by Presto Solutions.
- Attended Workshop on Digital Marketing for Business and Career Growth.
- Participated in volleyball match and secured 2nd position, SOC, DAVV.
- Participated in football match and secured 1st position, IMS, DAVV.
- Participated in kho-kho match and secured 3rd position, IMS, DAVV.

Personal Profile

- Strengths :Patience, Sincerity, Team building and managing, Quick learner.
- Hobbies : Food blogging, Cooking, Reading books, Travelling.

- Date of Birth : October 13, 1998.
- Father's Name : Mr. Kailash Gupta.
- Mother's Name : Mrs. Sushma Gupta.
- Languages known : English, Hindi.
- Permanent Address :162Bharmपुरi Colony, BholaramUstadMarg, Indore, (M.P.)
452001
- Contact Number :+91-.8770867816

Declaration

I hereby declare that all the information given by me is true to the best of my knowledge.

DATE: 2020-09-28

JANVI GUPTA