

Gopi Krishan Sharma

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ACADEMIC QUALIFICATIONS

PG	MBA(IB)	Delhi School of Economics, Delhi University	81.57%	2019
DEGREE	B.E(ECE)	Delhi College of Engineering, Delhi University	64.70%	2013
CLASS XII	Science	New Era Public School, CBSE	88.80%	2008
CLASS X		New Era Public School, CBSE	88.40%	2006

PROFESSIONAL EXPERIENCE

KICO Education Pvt Ltd	Production and Marketing manager	Oct'18-
<i>Domain</i>	Education	

- Content Development (video and written) for the KICO app, for class 6-10 CBSE in maths and science, after extensive study in bilingual format.
 - Marketing And sales strategy formulation and implementation along with sales team formation and on boarding and motivation.
- Conducting events and seminars and forming long term relationships with schools in TIER 2 and Tier 3 cities for Long term business generation

Zenith Consultants	Team Lead	Feb'16 –Feb'17
<i>Domain</i>	Education Consultants	

- Lead a team of 5 people to create content for various books on entrance exams like SSC, BANKPO, and CAT Etc.
 - Imparting Aptitude training to student of Engineering student and getting them ready for placements.
 - Worked with the founders & the development team on the usability, design and content of the product offering.
- Comprehensive analysis of the existing players and strategies deployed in the B2C space. Delivered the sales pitch in colleges (NIET, ABES, MIET, NIEC, BMIT) for the company. Devising strategies to drive customers to the platform by leveraging the existing clients and using offline marketing.

IBM Global Business Services	Application Developer	Aug'13-Dec'14
<i>Domain</i>	IT	

- Joined Arcadia Support in May 2014 to October 2014, worked on the IBM Web Sphere commerce 7 tool, and was responsible for the various incidents that were raised by client including customer password change request, data cache, Payment Receive, stuck order reports etc. and was also the part of the transition KT given to Cognizant during the handover of the project.
- Joined Bharti Airtel project in November 2013-March 2014, in Metasolv M6 team and was working for network provisioning and order completion. I worked to complete various order scenarios in the IB2B tool required to create the test cases for the SIT. I worked on SAP tool known as Business Objects and coordinated the Systems Integrated Testing of the tool for the migration to the new oracle 11g database.

INTERNSHIPS

Evalueserve	Research associate	Jun'13-July13
	<ul style="list-style-type: none">• Undergone 2 months internship from June 2013 to August 2013 as a Research Associate and performed product search as well as Patent classification	

VergeVapes.com (Godfrey Philips Ltd)	Marketing Strategy Intern	Jun'18-July'18
	<ul style="list-style-type: none">• Designed BTL and ATL, from the scratch, marketing strategies for new products like Verge Vape and E-cigarettes.• Launch of the Verge Vape products, that existed only on the online platform, through offline channel (Twenty-Four Seven)• Design of customer loyalty program, where I was responsible for the vendor identification, vendor registration and integration with the existing infrastructure, forecasting of revenue and cost of the project through negotiations with the identified partners.• Got an online wallet on board and help increase the sales by 30%.	

Career Launcher	Freelancer Aptitude Faculty
	April-May'17

EXTRACURRICULAR ACTIVITIES/ ACHIEVEMENTS

- Rank 1 in MBA-IB.
- Scored a percentile of 97.61 in the Common Admission Test.
- Achieved a rank of 426 in Delhi University Common Engineering Entrance test held in 2009, as a result got admitted in one of India's most prestigious institute for engineering, Delhi college of Engineering.
- Awarded Certificate of Excellence in Biology, Chemistry and English based on the marks secured in All India Senior School Certificate Examination