



# Sujal Kr. Gupta

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Accomplished Business Development Manager and Branding Specialist with extensive experience driving sales growth, enhancing brand visibility, and leading high-performing teams in the education and FMCG industries. Proven ability to develop and execute comprehensive branding and marketing strategies while managing and mentoring teams of 20-25 Business Development Executives to achieve business objectives. Skilled in leveraging data-driven insights to optimize lead pipelines, budgeting, and marketing initiatives for maximum ROI.

## Additional Contact Information

- Nationality: Indian
- Marital status: Married
- Gender: Male
- Date of Birth: 10/12/1996

## Professional Experience

### VISION IAS (NEW DELHI)

05/23 - present

#### Business Development Manager

- \* Successfully led and mentored a team of 20-25 Business Development Executives, fostering a collaborative and goal-driven culture.
- \* Designed and executed strategic branding campaigns, including ATL and BTL activities, to enhance brand visibility and market penetration.
- \* Established effective marketing strategies such as school outreach programs, society activities, workshops, and offline campaigns.
- \* Optimized lead-to-conversion pipelines, driving operational efficiency and increasing revenue.
- \* Leveraged analytics to inform budgeting and refine both online and offline marketing initiatives.
- \* Managed P&L accountability, aligning financial strategies with business goals.
- \* Organized and executed multiple large-scale events across various cities.
- \* Managed end-to-end event planning, including logistics, coordination, and execution, ensuring smooth operations and positive outcomes.

### INDIAMART INTERMESH LIMITED (NEW DELHI)

02/22 - 04/23

#### Assistant Manager

- \* Led & mentored a team of 6-8 sales representatives, achieving a 15% increase in annual revenue and consistently surpassing sales targets.
- \* Assisted team members with prospecting and closing sales, fostering skill development and collaboration.
- \* Successfully negotiated contracts and closed high-value deals, contributing to a 20% increase in annual sales.
- \* Monitored team performance through KPIs, providing actionable feedback to improve individual sales metrics.
- \* Established effective communication between the team and stakeholders to ensure alignment and seamless operations.

**BYJU'S (PATNA)****12/20 - 01/22****Business Development Associate**

- \* Counseled parents and students on BYJU's educational products, providing personalized solutions to meet their academic needs.
- \* Focused on converting inquiries into sales by effectively communicating the benefits and value of BYJU's offerings.
- \* Worked in both inside sales (remote) and field sales (face-to-face) environments, ensuring a versatile approach to client acquisition.
- \* Excelled in field sales, consistently achieving and surpassing targets through direct interactions with prospective clients.
- \* Ranked among the top performers in the state, demonstrating strong sales skills, client relationship management, and results-driven performance.

**HARI SHANKAR JEWELERS PVT. LTD.  
(DELHI)****01/17 - 11/20****Sales Manager**

- \* Led the sales team to consistently achieve and exceed targets, driving significant revenue growth.
- \* Managed day-to-day operations, ensuring seamless inventory management, customer service, and process efficiency.
- \* Built strong client relationships, enhancing customer satisfaction and loyalty.
- \* Supervised and trained staff, improving team productivity and performance.
- \* Optimized inventory levels and streamlined workflows to boost operational efficiency.

**DTDC EXPRESS LIMITED. (NEW DELHI)****05/16 - 12/16****Operation Assistant**

- \* Coordinated daily logistics and ensured the timely dispatch and delivery of shipments.
- \* Monitored and managed shipment tracking to provide real-time updates to clients and resolve delivery issues.
- \* Streamlined operational processes to improve efficiency and reduce delays in supply chain activities.
- \* Collaborated with cross-functional teams to maintain smooth operations and customer satisfaction.
- \* Prepared and maintained accurate records of shipments, deliveries, and operational reports.

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**Education**

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**UNIVERSITY OF DELHI****06/19 - 07/21****Post Graduate (Arts) - 1st****JAGATGURU RAMANANDACHARYA  
UNIVERSITY****06/21 - 07/23****Bachelor Of Education - 1st****UNIVERSITY OF DELHI****06/16 - 07/19****Under Graduate (Arts) - 2nd****DHANRAJ SINGH COLLEGE****05/13 - 05/15****Intermediate (Science,Math) - 1st****CHANDRA SHEKHAR SINGH HIGH  
SCHOOL****05/13****10th - 1st**

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## Certifications

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- Human Resources Training Course - Fantastiqo
- Event Coordinator - University of Delhi
- Cultural President - University of Delhi
- Personality Development Program - Oxbridge Communication Centre

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## Languages

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- English
- Hindi
- Bhojpuri
- Sanskrit

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## Achievements

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- State Sales topper in BYJU'S
- 2nd Highest Revenue punched in a week
- Best Newcomer and highest sales in Indiamart
- Chief Editor of College E-magazine

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## Key Skills

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- Leadership
- Pressure Handling
- P&L Management
- People skills
- Team work
- Time management
- Problem-solving
- Market Analysis
- Relationship Management
- Logistics & Supply Chain Management
- Strong Negotiation Skills
- Vendor Management

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## Interests

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- Stock Market Enthusiast
- Reading
- Teaching
- Traveling
- Cooking