ANKIT GUPTA

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**CAREER OBJECTIVES**

A challenging position in a professional organization, where I can enhance my skills and strengths in conjunction with the company’s goals and objectives.

**EXPERIENCE SUMMARY**

A Business Management and Marketing Professional with 9 years of experience with last 7 years of proven experience in business and sales analytics, planning & strategy, sales force effectiveness, commercial excellence, deployment and management commercial tools for sales enablement preceded by 3 years in leading Salesforce adoption. A business strategist is open to roles with opportunity to drive Salesforce effectiveness and enablement through innovation and digital transformation.

**AREAS OF EXPERTISE**

* Corporate Sales, Business Development
* Sales & Channel Operations, Sales Processes and Tools, Sales Management and Sales Enablement.
* Sales Force Effectiveness Programs and Initiatives, Salesforce effectiveness, Resource Deployment.
* Process Simplification, Digital Enablement, Transformation & Innovation (Salesforce)
* Building/Sourcing, Deployment and Management of Commercial IT Tools and applications - Business Requirement, Analysis, Building User Stories Configuration, Development, Enhancement and Customization of for IT Tools and Application, User Testing, Deployment, User Training and Driving Adoption
* Commercial Excellence - Commercial L&D, Commercial Analytics & Insights, coverage and penetration
* Commercial Acceleration - Internal Competition and Collaboration
* Business and Sales Analytics, Forecasting and Planning.

**EMPLOYMENT PROFILE**

**Since February (17) – February (20), GE Healthcare Gurgaon, Haryana ​**

As Salesforce Consultant

* Worked with GE Healthcare as Salesforce Consultant. Helping Direct, Indirect and Partners in adoption of commercial tools in South Asia like Salesforce, Apttus (CPQ), Siebel and Wave Analytics.
* Training end users to help them make the best use of Salesforce as a Primary sales tool for complete South Asia.
* Own adoption matrix for Commercial Tools (Salesforce, Apttus & Others) For Imaging Modality for complete South Asia including partners.
* Drive the usage of Salesforce and Apttus by providing call/ email/ in person to sales front end users/ sales leadership.
* Support business leadership in their weekly/monthly team reviews on Salesforce.
* Build reports & dashboards on Salesforce, wave analytics etc. and provide support to leadership in terms of Salesforce Data.
* Maintaining Market share (Win & Loss) and Forecasting in Salesforce to have a clear view for the upcoming Quarters.
* Train new hired sales & other team members on usage of Salesforce.
* Train existing users on any new functionality being added/ simplified on Salesforce and Apttus.
* Encourage front end users
* Maintain Salesforce Hygiene in respect to data.
* Individual contributor for Salesforce Queries.
* Raise cases for users issues with in house ( GE Digital) and as well as with vendor Developing Teams (Genpact, Infosys) to resolve on priority.
* Impersonating user profile and update them with issues resolved.
* Working on UAT access and test Salesforce classic to Lightening migration.
* Releasing the final update and training on the same.

**Since September (15) – November (16): Google India, Gurgaon, Haryana (Intelenet Global)​**

As Digital Marketing Consultant

* Engaging premium partners with Google's online Search, Display, YouTube and Mobile advertising products.
* Prospecting potential advertisers from all sorts of medium like, Print, Radio, TV, Events, Leagues, All Sports Tournament sponsors & Content reading.
* Enrichment of the Leads prospected and converting them into Appointments.
* Closely collaborating with regional teams of Google's Vertical experts, to help companies and online platforms drive online conversions and build brand awareness.
* Providing new high-potential Google Advertisers with the best experience and results possible in achieving their online marketing goals.
* Sector Focus - C&L, Retail, Media & Entertainment, Finance, Travel, CPG, Applications, Real Estate, SAAS/IT
* Worked on Salesforce as the only and primary tool. Well versed with Salesforce and run few campaigns with the help of marketing team.

**Since March (15) – August (15):   InterGlobe Technologies, Gurgaon, Haryana**

As Business Development Consultant

* Solely generating business out of all Airlines, Hotels, OTA, Travel Management companies & Cruises (Complete travel focused) in IMENA & APAC region.
* Generate more high-quality sales leads
* Convert more leads into sales and new business
* Track, measure and increase your ROI
* Lead generation (demand generation)
* Marketing automation
* Marketing and sales database development
* Direct marketing (Email, telemarketing and direct mail)
* Online marketing (Websites, SEO and social media marketing)
* Inquiry handling and sales lead management
* Fulfilment of sales and marketing materials
* Outsourcing of marketing services
* Tracking lead generation and marketing results and ROI

**Since January (14) – March (15):   Infotel Solutions & Services, Corporate Office, New Delhi**

As Sr Executive – (Business Development)

* Following up new business opportunities and setting up meetings
* Planning and preparing sales presentations with established guidelines
* Handing over task to the team like cold calls, Identifying new leads, performing follow up duties.
* Researching market trend & managing clients
* Attending meetings, training sessions and seminars
* Develop a competitive sales opportunity strategy
* Communicating new product developments to prospective clients
* Overseeing the development of marketing literature
* Writing reports using excel
* Make effort and improve customer knowledge, business knowledge by self- learning, by participating in KYC sessions.
* Tracking actual work done vs. targets and take steps to improve the performance.

**Since April (13) – December (13): Laurent & Benon Group & Rentech Designs (Hospitality & Real Estate)**

As Business Development Executive

* Pitching and meeting with the corporate clients &Expats.
* Handling HNIs & NRIs Clients.
* Responsible for Sales for Corporate client acquisition PAN India basis
* Cold Calling.
* Maintain Close liaison with Regional /Corporate office.
* Negotiation and closure of deals, execution of the EOI, LOI, Agreement.
* Handling communication and proper follow-ups with perspective business associates.
* Maintaining relationship with the existing clients for future scope of business.
* Responsible for revenue Maximization
* Designing policies & processes for Business development.
* Exploring potential business avenues, markets & accounts
* Developing marketing campaigns to enhance brand equity & sales
* Assessing revenue potential within existing and new business opportunities
* Client Relationship Management for active clients.

**Since March (08) – May (09):  GE Money Servicing Corporate Office, Gurgaon**

As Sr. Process Developer

* Worked with GE money servicing for 13 months in JCPenny collections process
* Collected Credit card due payments over the phone.
* Worked With agency, 3rd party accounts.
* Helped customer to get settlement on the Credit Card.
* Educating customer about Terms & condition on their Card.
* Offered different Payment plans which helps customer to make the Payment.

**Since Aug (06) – March (07):  GENPACT, Corporate Office, Gurgaon**

As Process Executive

* Worked with GENPACT for 7 months in Genworth Financial process
* Processing Insurance file of the customer.
* Date Entry of scanned handwritten customer file.
* Look for missing information such as phone no, address, DOB etc. and complete it by using various websites.
* Routing file to appropriate department as per missing information.
* Six Sigma based service delivery
* Re-check the whole file for quality.

**Learning Account:​**

M.B.A (Marketing & International Business 2011-2013) from Era Business School, Delhi.

* B.com from MS University (Accredited with ‘B’ Grade by NAAC)
* Diploma in (MIS) from NIIT, Delhi.
* XII from NIOS, Delhi.
* X from CBSE.

IT Credentials:

* Well versed with MS Office & Internet applications.

**Personal Account:​​**

Date of Birth: 14/01/1987​

Marital Status: Single​​​​:​

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Passport No.​:​