

## Chirag K. Gupta, MBA (Marketing)

+91-9930805162 | [chiragkgupta03@gmail.com](mailto:chiragkgupta03@gmail.com) | [LinkedIn](#)

Languages: English, Hindi, Marwari and Marathi

Date of birth: 03 March 1998

### SUMMARY HIGHLIGHTS

- A dynamic and result-driven MBA (Marketing) grad with 5+ years of diverse experience in BFSI, wholesale & retail, FMCG and agency/consultancy services sector in marketing and sales domain with strong hold in digital marketing, mainly focusing on e-commerce presence, social media marketing and search engine optimization (SEO)
- Experience in market research, designing and running ad-campaigns, and managing LIVE events
- Ability to work with minimum supervision, plan and prioritize projects, and work in teams
- Excellent interpersonal and organizational skills; strong public speaking skills
- Proficient in Microsoft Office (Excel, Word and PowerPoint), Orange, Tableau, Mailchimp, Hootsuite and Canva

### EDUCATIONAL QUALIFICATIONS

- **Masters of Business Administration (MBA)** | IBS Hyderabad 2025
- **Bachelor of Commerce (B.Com.)** | K. J. Somaiya College (University of Mumbai) 2018
- Certificate Course in **Digital Marketing** | Indian Institute of Digital Education (IIDE), Mumbai

### PROFESSIONAL EXPERIENCES

**ICICI BANK** Jun 2025 – Present  
**Relationship Manager** Mumbai, India

- Designated RM within Wealth and Trade (W&T) department at Deputy Manager (DM) – II level
- Pitched and onboarded new clients for all investment-related banking products and services

**SHANTA TEXTILES** Jan 2020 – Feb 2023  
**Marketing and Sales Manager** Mumbai, India

- Expanded the business onto major e-commerce platforms including Amazon, Meesho, IndiaMART, etc.
- Initiated company's social media existence on portals like Facebook, Instagram and LinkedIn
- Launched Google Business Profile for online visibility and heavy/push marketing

**THE ROLLING CIRCLE** Jun 2019 – Dec 2019  
**Associate Executive – Digital Marketing** Mumbai, India

- Converted clients and ensured seamless overall experience by handling end-to-end requirements
- Established strong relationships with clientele, alongside managing their digital community
- Covered two coveted LIVE events for clients', namely LED Expo and Techtextil India

### INTERSHIPS

**AMUL** Feb 2024 – May 2024  
**Summer Intern** Mumbai, India

- On-field sales and distribution of Amul products in the HoReCa sector for suburban Mumbai and Thane area
- Advertised and promoted products to hotels, restaurants, cafes, bakeries and large catering businesses
- Increased interaction with managers on sales progression, and brainstorming ideas/suggestions

**FLINTSTOP** Nov 2018 – Mar 2019  
**Intern** Mumbai, India

- Single-handedly managed e-commerce marketplaces like Amazon, Flipkart, Scootsy, and own website
- Streamlined inventory management, shipping and logistics, and regular back-end operations
- Strategized SEO for product promotions and social media management

### EXTRA-CURRICULAR ACTIVITIES

- **President** at **Maçon** – the official entrepreneurship cell – IBS Hyderabad
- **Organizing committee member** – national-level GST conference – K. J. Somaiya College
- **Managing committee core member** – AVSAR – department of commerce event – K. J. Somaiya College