

Chhavi Gupta

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Marketing Executive / Event Management Planner

A result- oriented professional with proven abilities in strategic planning, managing projects, Increase sales, improving efficiency of operations & team building. Demonstrated ability to motivate staff to maximum productivity and control costs through the most effective uses of manpower and available resources.

Professional Experience

Marketing Executive/ Event Management Planner/ Operation Manager SPE Pvt. Ltd., 2009 - Present

Key Initiatives/Management Activities:

- Responsible for meeting potential customers so as to win new business/ clients, maintaining good relationships with existing customers & gaining repeat business wherever possible.
- Discussed specific requirements and expectations concerning the event with clients.
- Customer oriented- professional with the reputation for service, satisfaction & results.
- Planned, coordinated and executed events - Planning and execution of logistics and operations for Conferences, Product launch, brand building events, promotional trade-shows, business meeting, road shows, merchandising branding, educational events & seminars, consumer promotion, retail activities, mall events, rural activities, exhibitions & social events.
- Able to complete a wide range of activities requiring clear communication & organizational skills.
- Searched and negotiated suitable venues or locations as per the requirement and budgetary constraints of client.
- Trained new and existing staff prior to the event so that all operations and duties were executed smoothly and as per clients' guidelines.
- Negotiated and managed contracts with sub-contractors and vendors.
- Done so many School/ College Events as an anchor.

International Marketing Executive Export Department, 2002 to 2009

Key Initiatives/Management Activities:

- Developed the new markets (Tanzania, Kenya & United Arab Emirates) for tools Industry.
- Participated in the Exhibition in Dar-Es-Salaam & Dubai as an Exhibitor.
- Focus on the Sale thru Visiting the New Explore International Markets.
- Find New Markets thru Embassies, Trade Fair & Internet.
- Planned, developed and launched new industry leading products.

- Consistently increased sales, penetrated new products and reduced cost of sales.
 - Able to install vision to achieve company goals and surpass production expectations while maintaining quality, safety, and customer service integrity through total quality management.
 - Adapt at creating and implementing innovative marketing campaign to increase revenue.
 - Successful increasing and implementing strategic plans, administering budget, and developing improved processes to meet short and long term objectives.
 - Develop the new catalogues, as per the Clint requirement.
 - Conducting negotiations with vendors for cost effective purchase of product & packing material.
 - Manage the Product/ Packing Inventory so as to minimize inventory-holding expenses.
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Summary of Qualification

- Post Graduate Degree in Master of Business Administration - MBA in Marketing & Finance from Indira Gandhi National Open University, New Delhi
 - Post Graduate Diploma in Financial Management (PGDFM) from Indira Gandhi National Open University, New Delhi
 - Post Graduate Diploma in Marketing Management (PGDMM) from Indira Gandhi National Open University, New Delhi
 - Post Graduate Diploma in Management (PGDIM) from Indira Gandhi National Open University, New Delhi
 - Diploma in Management (DIM) from Indira Gandhi National Open University, New Delhi
 - Graduate in Bachelor of Arts from Satish Chandra Dhawan Govt. College, Ludhiana.
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Competencies Include

- Result/Goal Oriented, Self- Motivated, Creative, Positive Attitude, Confident & Co-operative.
 - Organizational skills - Ability to prioritize, multitask, lead, direct, and solve problems effectively.
 - Communication and customer handling skills
 - Languages - Fluent in English.
 - Capable of doing all office work like MS Office (Word, Excel & Power Point) etc. Knowledge of Internet, E-mail & Data base searching
 - Training with FISME at New Delhi for Bar-code Development.
 - Rich Exposure of working in the field of Events & Sales Industry.
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