

GURUSHARAN KAUR



- 📞 9670241016
- ✉ gurusharan2598@gmail.com
- 📍 F- 401 Rohan Mithila A to Y Society, Mhada Colony, Viman Nagar, Pune.

PROFILE

A qualified professional with an MBA in Marketing. Strong creative and analytical skills. Team player with an eye for detail.

SKILLS

- MS- Office
- Data visualisation tools like Tableau, Power BI and SPSS.
- Problem-Solving
- Computer Literacy
- Strong Communication

EXPERIENCE

BUSINESS DEVELOPMENT ASSOCIATE

Parkar Digital

Jan. 2022- Present

MARKETING-

- Drafting sales pitches, presentations, and other collaterals
- Designing, developing, and managing marketing email campaigns for various clients
- Analyzing data generated through email campaigns and presenting it to higher management
- Worked on a project- Marketo Email Archiving for one of our clients

SALES-

- Responsible for generating leads
- Conducting market research and identifying potential clients
- Reaching out to the RPCs through LinkedIn, Emails, and Phone Calls
- Collating and maintaining client information on the CRM

SALES INTERN

Bajaj Allianz Life Insurance Company

May 2021- July 2021

- Responsible for lead generation
- Identifying potential leads
- Converting potential leads to clients

EDUCATION

MBA (MARKETING)

BIMHRD, Sri Balaji University

2020-2022

BBA (HUMAN RESOURCES)

Indira College of Commerce & Science

2016-2019

CERTIFICATIONS

1. Digital Marketing
2. Figma: UI/ UX Designing
3. Marketing Analytics

RESEARCH PAPER

TOPIC- Impact of Instagram Influencers on the purchase intention of people towards the apparel industry in Pune region.

PROJECTS UNDERTAKEN

1. A study of general awareness of non- life insurance plans and policies.
2. A study to evaluate the training needs and processes in the organization.

CO - CURRICULAR ACTIVITIES

1. Participated in the organizing committee as a member of annual college events for GUSTO 2017 and 2018.
2. Volunteered in the organizing committee as a member of I-MUN (INDIRA- MODEL UNITED NATIONS) 2017.
3. Participated in various dance competitions in school.