

# Sandhya Rani Gupta

7/6A, B.L Mukherjee Lane, Rishra Hooghly

Pin- 712248

gupta.sandhya.m21@gmail.com | 7003147272

## SUMMARY

Business administration graduate specializing in marketing with hands-on experience in client acquisition, relationship management, and sales execution. Successfully onboarded new clients, improved engagement by nearly 20%, and managed high-performing digital campaigns. Skilled in negotiation, competitor research, and sales reporting, with proven ability to convert insights into client growth strategies. Eager to drive revenue, retention, and category growth in a fast-paced, customer-centric environment.

## INTERNSHIP EXPERIENCE

08-04-25 - 1-06-25

### DECOZY India - Business Development Executive – Sales & Client Relations

- Prospected and reached out to **40+ potential clients**, successfully onboarding **6 into active partnerships** over the internship period.
- Maintained and strengthened **client relationships** through weekly follow-ups.
- Assisted in sales strategy execution, contributing to 20% higher client engagement rates.
- Contributed to internal sales reporting and data interpretation using MS Excel.

### Digispars -Digital Marketing Intern

01-07-2023 To 01-09-2023

- Prepared 10+ customized **pitch decks** and **branding proposals** for clients.
- Managed content calendars and scheduled posts via **META platforms**.
- Participated in **negotiation and coordination with potential partners**.
- Tracked **engagement metrics** and aligned content strategy with brand objectives.
- Involved in strategic planning and **client communication** for business development.

### Toxwer - Social Media Manager

01-04-2023 To 01-07-2023

- Designed and published high-performing content (**achieved 100K+ views**).
- Managed platform-specific content calendars to drive engagement.
- Analyzed audience insights and **adapted content** to maximize visibility.

## EDUCATION

### Shri Shikshayatan College, Calcutta University | Kolkata

July 2025

Bachelor of Business Administration

### ISC- Commerce

Agrasain balika shikhsa sadan | Liluah

2022

Commerce- 80.5%

### ICSE - General

Gospel Home School | Rishra, Hooghly

2020

General - 83.5%

## ADDITIONAL INFORMATION

- **Skills:** Canva, Microsoft Office Suite (Word, Excel, PowerPoint), META Business Suite, driving sales growth, Efficient communication skills, leadership and team player
- **Languages:** English, Hindi
- **Interests & Hobbies :** Reading | Graphic Designing | Journaling