

Sandhya Rani Gupta

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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.

Digispارش -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
Bachelor of Business Administration

July 2025

ISC- Commerce

Agrasain balika shikhsa sadan | Liluah
Commerce- 80.5%

2022

ICSE - General

Gospel Home School | Rishra, Hooghly
General - 83.5%

2020

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