



# Devesh Upadhyay

## Marketing & Operations

### My Contact

✉ deveshupadhyay243@gmail.com

☎ +918840655148

📍 236 Basharatpur Near H.N Singh Chowk, Gorakhpur - 273004

🌐 <https://www.linkedin.com/in/devesh-upadhyay-57352a244>

### Certifications

- Fundamentals of digital marketing
- Social Media Marketing from Coursera
- Tally ERP 9
- AI in Marketing (NPTEL)

### Skills & Competencies

- Advanced Excel
- Power BI
- Effective Communication
- Multi-tasking
- Time Management

### About Me

A highly skilled, competent, and diligent Marketing executive seeking an opportunity to establish a career. Have experience in Marketing and have the ability to develop and execute marketing plans that will generate results.

### Summer Internship

#### CRM Intern | Tax2win

Duration : 13th May 2024 - 31st July 2024 | 11 Weeks

#### Key Highlights

1. Managed over 400 income tax filings for clients, including ITR 1, ITR 2, ITR 3.
2. Generated Leads to the Company through Inbound/Outbound Callings.
3. Addressed and resolved client inquiries related to income tax filing processes through emails to support team.
4. Utilised CRM tools such as Voice Kaleyra, CAT panel to manage customer data and interactions.

### Academic Qualifications

2023 - 2025

PGDM

G.L Bajaj Institute of Management and Research, Greater Noida

2020 - 2023

Bachelor of Commerce (b.com)

Madhusudan Das Degree College, DDU University Gorakhpur

2019 - 2020

Intermediate

Rampus Gorakhpur, Uttar Pradesh

2017 - 2018

Highschool

Saraswati Sishu Mandir Gorakhpur, Uttar Pradesh