



# GAURAV GOUR

MARKETING AND FINANCE

## CONTACT

- 6232668053
- [gourgaurav762@gmail.com](mailto:gourgaurav762@gmail.com)
- Bhopal, Madhya Pradesh
- <https://www.linkedin.com/in/gaurav-gour-0b0574216>

## EDUCATION

2023 – 2025

**JAGRAN LAKECITY UNIVERSITY**

- Master of Business Management (Marketing and Finance)

2019 – 2023

**SHARDA UNIVERSITY**

- Bachelor of Science Medical Imaging Technology

## SKILLS

- Communication skills
- Leadership
- Time management
- Documentation review
- Planning and organizing
- Fast learning
- Effective Listening
- Financial analysis
- Data visualization
- Market research
- Customer relationship management
- Computer skills
- Team collaboration

## LANGUAGES

- English
- Hindi

## PROJECT

- Evaluation of CT in coronary angiography  
December 2022

## PROFILE

Resourceful and results-driven MBA candidate with hands-on experience in data analysis, project management, and digital marketing. Proven track record of contributing to organizational growth through strategic problem-solving, process optimization, and cross-functional collaboration. Highly adaptable and team-oriented, with a commitment to continuous learning and delivering impactful, high-quality outcomes across diverse business domains.

## WORK EXPERIENCE

### ■ Navigrit

MARCH 2025–MAY 2025

Business Development Counsellor

- Skilled in lead conversion, objection handling, and closing deals.
- Strong interpersonal skills to build rapport and trust.
- Proficient in tracking leads, follow-ups, and using CRM tools.

### ■ Skillup 360

JULY2024 –AUGUST2024

Sales & Finance Intern

- Developed and executed targeted sales strategies to drive revenue growth
- Built and maintained strong relationships with clients, increasing customer retention
- Created data-driven reports to inform business decisions.

### ■ Yatharth Super Speciality Hospital

JULY2022–JAN2023

Radiographer Intern

- Operated X-ray, CT, and MRI equipment to produce high quality diagnostic images for patient examinations
- Collaborated with radiologists and physicians to ensure optimal imaging results for accurate diagnosis

## CERTIFICATE

- Foundations of Digital Marketing and E-commerce
- Attract and Engage Customers with Digital Marketing
- Corporate Finance, John Hopkins University – Coursera June 2023
- Basic Data Descriptions, Statistical Distribution, and Application to Business Decisions, Rice University – Coursera
- Developing Marketing Mix of Growth, University of Illinois at Urbana Champaign – Coursera
- Foundational Course of the Digital Training Module
- Google Ads for Beginners – Coursera