

# Naini Gupta

Seeking an opportunity with an esteemed organization where I can utilize my skills and enhance learning in the field of work capable of mastering new technologies.

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## EXPERIENCE

### **Freenlacing** — *Freelancing as a SEO Executive*

Sep 2020 - Dec 2020

As a freelancer I was working on Off page SEO on following activities : SBM , WEB 2.0 , INFOGRAPHICS , BLOG SUBMISSION , IMAGE CREATION, SLIDE SHARING , VIDEO EDITING

DESIGNING TOOLS Filmora 9 , Canva

### **GHD Infra Developers Pvt. Ltd** — *Inside Sales and SEO Executive*

Jan 2021 - Dec2021

#### **About Company**

GHD Infra Developers has been in development since 2006, capturing the maximum opportunity offered by the growing Real Estate markets in India. The Group prides itself on its integrity, quality and fabulous work. Apart from that the company is strategically planning its construction activities by various Joint Ventures and Consortium with construction and hospitality giants.

#### **Job Role & Responsibilities**

- Lead generation through portal and social media
- Cold calling
- Entered all customer information into company database keeping confidentiality in mind at all times
- Maintain all activities related to product marketing & provide support to sales & establish effective marketing solution
- Call potential customers to describe services offered
- Explain to customers how the company can help them not just sell to them
- Follow up with customers leads or previous customers
- Closing deals with customers
- SEO off page activities,like SBM,Web 2.0, Classified,Image

## SKILLS

MS-Excel  
MS-Word  
Powerpoint  
Google Spreadsheet

## AWARDS

Completed NPTEL  
Certification in May 2018  
Digital Marketing  
Certification from MITS

## LANGUAGES

English, Hindi

Creation

- Handling social media platforms like Facebook, Instagram, Twitter for lead generation

**(Client location -Vaco Binary Semantics)T&N Business Services Pvt. Ltd**  
— Sales Executive

Dec 2021 - Present

**About Company**

Vaco Binary Semantics delivers the finest services across India & outside in multiple domains so that you can focus on your core business. We outsource wide-ranging managed services varying from Technology-enabled resiliency services to strategy & domain consulting.

**Job Role & Responsibilities**

- Account analysis on various E-Commerce platform
- Feedback call on existing clients
- Proactively manage renewal opportunities and activity pipeline for assigned seller
- Maintain sales report on CRM and Excel
- Upselling & Cross Selling
- Provide training to new joinee
- Lead generation through various platform

**EDUCATION**

**Madhav Institute of Technology & Science — MCA**

2020

**Jiwaji University — B.SC**

2017

**Balak Mandir Higher Secondary School — 12th**

2013

**Tirupati Blessed High School - 10th**

2011

**Date**  
**Place**

