

RITISHA GUPTA

Marketing and Sales / Foreign Relations

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🌐 ritishagupta.in

📍 Jaipur, Rajasthan

SUMMARY

Self-motivated individual with experience in marketing and sales. Over my previous internships frequently praised as result-oriented by my peers, I can be relied upon to generate content to help achieve the goals targeted resulting in client satisfaction. I have a strong desire to learn new tools and skills to grow individually and as an asset to the team and company.

EXPERIENCE

Client Services Representative

LifeGenBio

📅 12/2020 - Ongoing 📍 Pune, India

- Responsible for increasing the sales target every month by implementing different marketing strategies.
- Recruiting the trainers for the workshops and various personal training.
- Act as an intermediate between the client and the trainer from the company's side.
- Responsible for handling the technical aspects of the workshops and personalized training.
- Customer Database creation through market research.

Business Development Executive

ixamBee

📅 12/2020 - 02/2021 📍 Pune, India

- Counselling the people about various Central Government exams.
- Cold calling and sending cold emails to the database of the customers assigned.

Bioinformatics Intern

Company Name

📅 07/2020 - 10/2020 📍 Remote

Sastra University

- Working on various software and programming languages for "Target gene identification of SWI/SNF remodeling complex based on genome-wide binding profiles"

Marketing Executive

SkillBUZZ Trainings

📅 09/2020 📍 Pune/Remote

- Built marketing campaigns & strategized complete marketing strategy for company.
- Lead a team that increased the presence of the brand on social media platforms resulting in increased audience
- Used digital marketing tools to increase brand value and awareness.

Intern: Content Writer

Healthmir

📅 07/2018 📍 Gurgaon, India

- Write SEO-friendly content, which included meta tags, title tags, header tags, and alt tags for websites that encompassed blogs, articles from the doctor's side.
- Write a variety of Facebook posts, Google Business page descriptions, and communication templates for clients. Edited content contributions from staff to ensure readability, accuracy, and brand-consistent tonality.

Student Partner

Internshala

📅 09/2017 - 02/2018 📍 Remote

- Sales and Online Marketing of training kits/courses offered by Internshala. Also guided applying for internships and enrolling in courses to university students.

Intern: Content Writer

Capelasoft

📅 06/2017 - 07/2017 📍 Jaipur, India

- Responsible for writing an array of blogs, articles, and marketing pieces in domains of health and education.
- The content was SEO friendly and made specific to the projects hospitalkhoj.com and way2college.com which in turn resulted in better indexing of sites over search

EDUCATION

Master of Science (M.Sc.) in Bioinformatics

RAJIV GANDHI INSTITUTE OF IT AND BIOTECHNOLOGY

📅 2019 - Ongoing 📍 Pune Maharashtra

GPA

9.2 / 10

Bachelor of science (B.Sc.) in Biotechnology

MANIPAL UNIVERSITY JAIPUR

📅 2016 📍 Jaipur, Rajasthan

GPA

9 / 10

Senior Secondary Education (10+2)

India International School

📅 2015

GPA

7.8 / 10

SKILLS

SendInBlue

Office

Hubspot

R Programming

CERTIFICATIONS

Python Basics for Data Science by Edx. - July 2020

The fundamentals of Digital Marketing by Google Digital - May 2020

The fundamentals of Data Pre-Processing by Analyttica - Aug 2020

INTERESTS

⚡ Digital Marketing

⚡ Brand Management

⚡ Market Research

⚡ Content Creation

⚡ Public Speaking

ACHIEVEMENTS

Published Review Article

Science Direct

📅 2019

Mechanistic basis of co-stimulatory CD40-CD40L ligation mediated regulation of immune responses in cancer and autoimmune disorders. <https://doi.org/10.1016/j.imbio.2019.151899>

Intercollege Debate Competition

Dr B. Lal. Institute of Biotechnology

📅 2019

Secured third rank in Intercollege Debate Competition

International Conference on Molecular Basis of Diseases and Therapeutics

Central University, Rajasthan

📅 2019

Presented a poster on Structural & In Silico Studies on IcaB