

Sagar Gupta

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📄 Summary

Results-driven professional with 4+ years of experience in Branding, Event Management, Digital Marketing, Social Media Marketing, and Social Media Optimization. Skilled in enhancing brand visibility, managing social media growth, coordinating CSR initiatives, and executing successful corporate events. Adept at creating engaging content, driving audience engagement, and implementing strategies that align with organizational objectives.

🎓 Education

MBA (Marketing)

Manipal University Jaipur

09/2023 – 11/2025 | Jaipur, India

B.Tech (Mechanical)

Sharda University

2011 – 2015 | Greater Noida, India

Intermediate

Sardar Patel Inter College

2008 – 2010 | Kanpur, India

High School

Sardar Patel Inter College

2006 – 2008 | Kanpur, India

🧠 Skills

- Digital Marketing
- Social Media Optimization
- AI Tools (Claude, Chatgpt, Gemini, Higgsfield)
- Meta Ads
- CorelDRAW
- Canva
- Adobe illustrator
- Power BI
- Looker Studio
- MS-Excel

📄 Certificates

- Business Data Analytics Certification
- The Fundamentals of Digital Marketing - Google Digital Garage (WSP J78 59Y)
- Marketing Mix Implementation
- Generative AI Fundamentals

📁 Professional Experience

Brand Executive

JK Urbanscapes Developers Ltd.

10/2024 – Present | Kanpur, India

- Responsible for designing and delivering creative assets including event flyers, banners, digital posts, and print materials for corporate, cultural, and institutional events.
- Assisted in executing integrated branding and promotional campaigns across social media platforms, ensuring alignment with brand identity and audience engagement strategies.
- Supported key initiatives such as Founder's Day, MCUP Talk Shows, temple festivals, and CSR activities through content planning and visual communication.
- Actively contributed to the promotion and digital representation of the cricket team Cantt JK Spartans during the Kanpur Premier League, combining professional creativity with a personal passion for sports.
- Collaborated with cross-functional teams for live coverage, event documentation, and promotional content under tight timelines and varied schedules.

Digital Marketing Executive

BillionByte I.T. Solutions Pvt. Ltd.

07/2021 – 11/2023 | Kanpur

- Gained hands-on experience in Digital Marketing, Social Media Marketing, and Social Media Optimization (SMO) to enhance brand visibility and engagement.
- Managed and executed event planning & promotion, ensuring successful brand representation.
- Contributed to developing creative content strategies to strengthen online presence and customer outreach.

Data Analyst Internship

Skillto Solutions

11/2022 – 03/2023 | Ludhiana, India

- Visualization of dataset through Power BI, Tableau and Looker Studio.
- Data cleaning with Excel, including removing duplicates, correcting errors, standardizing formats, and handling missing values.