

# SEJAL GUPTA

+91 8518984137 | sejalgupta953@gmail.com | [LinkedIn](#)

## PROFILE

---

Experienced Marketing Manager with proven track record in driving brand awareness and customer acquisition within financial sector. Skilled at leading digital marketing initiatives, leveraging market research and data analysis to identify customer trends & drive business growth.

## PROFESSIONAL EXPERIENCE

---

### Tata Capital

#### Marketing Manager

Ahmedabad, India

May'23-Present

- Managed the brand presence across 6 major social media platforms (LinkedIn, Twitter, Facebook, YouTube, Instagram, Quora), growing the follower base by 40% and achieving a 200% increase in total online visibility.
- Led 50 high-impact marketing campaigns, enhancing website traffic by 80% and qualified leads by 20% through targeted content creation.
- Conducted comprehensive market and competitor analysis to detect trends and preferences, leading to a 30% increase in brand awareness and customer acquisition.
- Collaborated with cross-functional teams of 30 across marketing, design, and product to develop and synchronize social media campaigns for a unified brand presence.
- Monitored marketing effectiveness using key metrics and analytics, producing detailed reports to track KPIs, and implemented A/B testing strategies, improving marketing ROI by 10%.

### Asset Deals

#### Digital Marketing Intern

Gurgaon, India

Apr'22-Jun'22

- Led the successful execution of a high impact launch event for a luxury real estate project through managing a team of 10 in venue planning, guest outreach, and event activities, attracting 150+ potential buyers and generating 70+ qualified leads, exceeding quarterly goals by 20%.
- Crafted engaging content for over 15 pitch decks and due diligence documents, focusing on clear messaging and strategic visual integration to effectively showcase property offerings and company strengths.
- Performed a detailed social media competitive analysis of top real estate competitors on Facebook and Instagram, identifying key audience engagement opportunities.

### Shopeagle

#### Social Media Marketing Intern

Hyderabad, India

Sep'21-Mar'22

- Designed engaging social media content, including posts, stories, and videos for US clients, boosting follower engagement by 120% and brand awareness by 75%, as tracked via analytics platforms.
- Collaborated on the strategic development and execution of social media marketing initiatives, leading to a 30% rise in website traffic and generating Rs. 1.5 Crore in sales through effective content campaigns.
- Spearheaded a marketing outreach program that onboarded 125+ new businesses, increasing revenue by 12%.

## EDUCATION

---

### KJ Somaiya Institute of Management

Master of Business Administration, Marketing

Mumbai, India

Sep'21-May'23

### Banasthali Vidyapith

Bachelor of Commerce, Finance & Marketing Track

Newai, India

Jul'17-Jun'20

## SKILLS AND ACTIVITIES

---

**Technical Skills:** JIRA, Google Analytics, SEO, SEM, Tableau, Content Management System (CMS), Salesforce, Asana, HubSpot, Microsoft 365 (Excel, Word, PowerPoint)

**Certifications:** Lean Six Sigma Green Belt (ICGB) – KPMG; Google Digital Marketing; Adobe Analytics

**Leadership:** Campus Director – Somaiya Vidyavihar University; Branding & Marketing Head – Hult Prize Foundation

**Social Impact:** Led digital transformation initiative by Reliance Jio for 200+ SMBs & SMEs across rural India

**Awards:** National Finalist in Wipro B-Pro 2.0; Gold Award by Reliance Jio

**Soft Skills:** Communication, Attention to details, Problem Solving, Client Relationship Management, Negotiation

**Interests:** Travel, Photography, Reading