

# Himanshu Gupta

## Senior Manager

Results-oriented professional with 4.5+ years in IT, banking, and insurance. Proven expertise in administration, CRM, digital marketing, and customer portfolio design. Seeking a challenging role in Business Analyst or Data Analyst positions. Proficient in MS Excel, SQL, and risk assessment. Excellent communication and negotiation skills. Eager to contribute skills for organizational success and personal growth.

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## WORK EXPERIENCE

### Senior Manager in Administration Daksh Securitas Pvt Ltd.

11/2022 - 06/2023

Noida

#### Achievements/Tasks

- Examined financial reports and accounts to find any anomalies or areas that could have improvement.
- Collaborated with other departments to guarantee that tasks are finished on schedule and within the allocated budget.
- Established strategies for an organization's future expansion by recognizing possible issues and coming up with fixes.
- Maintained personnel files and made sure they were accurate.
- Organized administrative processes and systems, planned for them, and came up with methods to make them more efficient.
- Created strategies to streamline operations and plan and manage administrative systems and procedures.

### Consultant

#### InitiatrixTechnologies PVT. Limited

12/2021 - 09/2022

Noida

#### Achievements/Tasks

- Created effective digital marketing plans depending on the business models of clients.
- Generated RPO & ORM reports, crafted PowerPoint presentations, and developed proposals using Excel.
- Employed Google Analytics, Google Ads, and KeywordTool for data-driven insights, campaign management, and SEO optimization.
- Provided regular reports and insights to clients, demonstrating the impact and value of marketing efforts.
- Developed and executed data-driven digital marketing strategies to optimize online presence and ROI.
- Implemented SEO tactics for improved website visibility and higher search engine rankings.
- Oversaw data management within ZOHO CRM, ensuring efficient organization and streamlined processes.
- Developed and managed customer database using SQL for effective data organization and maintenance.

### Relationship Manager PNB Metlife

12/2019 - 11/2021

Ghaziabad

#### Achievements/Tasks

- Provided support in service and sales of life insurance business through walk-in customers and leads provided by Internal teams and convert them.
- Utilized the appropriate branch database and made sure that the documentation is authentic.
- Developed a report with the business associates and made sure personal and SP goals are successfully accomplished.
- Maintained positive working relationships with employees of various bank branches and a strong clientele of high net worth individuals.

## TECHNICAL SKILLS

Microsoft Excel

Python

Statistical Analysis

Power Bi

Agile Methodology

Machine Learning

Data Visualization

Client Management

MySQL

## MANAGEMENT SKILLS

Critical thinking

Communication

Problem Solving

Cross Functional Collaboration

Team Management

## EDUCATION

### Advanced Data Science Certificate Program IIT MADRAS Pravartak, In collaboration with Rotman School of Management- University of Toronto

2023 - Present

### Post Graduation Diploma in Management Birla Institute of Management and Technology

2017

### Bachelor in Commerce Maharaja Agrasain College of Higher Education

2014

## CERTIFICATES

### Markstrat Certification

Strategic Marketing Simulation

### Business analysis certification

IIBA (Canada)

### Capstone

Business Simulation

## PREVIOUS EXPERIENCES

### HDFC Life (2019)

Associate Manager

### Aditya Birla Capital (2018)

Associate

### Bhushan Steel Ltd. (2016)

Internship Trainee