

CHARU GUPTA

SALES OPERATIONS | SALES | BUSINESS DEVELOPMENT

WORK HISTORY

2020 – 05 – MANAV BRANDS LLP (Mumbai, India)

2023 - 09 International Sales/ Business Development Manager

1. Successfully developed and implemented international sales strategies for a B2B export company mainly in Europe & USA.
2. Utilized CRM software to manage customer relationships and forecast sales.
3. Analyzed and tracked sales performance data to identify opportunities for improvement.
4. Built strong relationships with global distributors, increasing market penetration and brand awareness.
5. Negotiated and closed deals, resulting in a 15% increase in revenue.

2019 – 07 – EO2 EXP. (Events - Mumbai, India)

2020 – 04 Senior Business Development & Client Servicing Manager

1. Successfully managed a portfolio of high-value clients, consistently meeting or exceeding sales targets.
2. Developed and implemented effective business development strategies, resulting in a significant increase in new client acquisition.
3. Led a team of sales and account management professionals, providing guidance and support to achieve team objectives.

2017 – 07 – Cutting Crew Studio (Mumbai, India)

2019 – 02 Business Development Manager & Assistant Editor

1. Managed a team of writers and editors, ensuring timely and high-quality content delivery. We conducted market research and analysis to identify emerging trends and potential business opportunities.
2. Proactively identified and pursued new partnership opportunities, resulting in expanded brand presence.
3. Worked on the movie Music Teacher (on Netflix as Assistant Editor Accounts Handled - Tata Sons, Tata Steel, Bhushan Steel (BSL), Tata Realty, CondeNast GQ & Vogue, Hindalco.

2014 – 02 – AKS Green Solutions Wonder Plant Pvt. Ltd (Delhi, India)

2017 – 04 Business Development Executive

1. Developed and implemented a strategic business plan that expanded the company's market reach.
2. Built and managed a high-performing sales team, achieving monthly targets consistently.
3. Created content for AKS Green to generate business with Coal India, NTPC, and Vedanta.

CONTACT

Address

Rethelstr. 89, Düsseldorf
40237, Germany

Phone

+49 15236350785

E-mail

charu2u@gmail.com

EDUCATION

2022

IBM Certificate Course (Online)

Introduction to Cybersecurity Tools & Cyberattacks

2017

Digital Academy – The Film School

(Mumbai, Maharashtra) Editing in TV/Films

2004-04 – 2006-06

Walsh College (Michigan, USA)

Bachelor's Degree – Accountancy

2002-01 – 2004-02

Bradley University (Peoria, USA) No Degree - BBA

1987-2001

Manav Sthali School (Delhi, India)

High School

LANGUAGES

English – Native

German – A2 level

Hindi - Native

SKILLS

Sales Operations Specialist, Account Management, Customer Relation Management, Client Servicing, Microsoft Office (Excel, Word, PowerPoint, Outlook), Adobe Creative Cloud, Research Skills

LINKEDIN

[Linkedin.com/in/charu-gupta-41a838163/](https://www.linkedin.com/in/charu-gupta-41a838163/)