

# ARIHANT GURUNG

## EXPERIENCE

June 2019 –  
August 2019

### ○ HT Media Ltd, New Delhi, India Marketing intern

- Learning the target audience and product. Devise an optimal portfolio and submit a day to day to report.
- Comparing HT city and HT Mumbai portfolio and give a detailed report for the same.
- Devising strategic plans to increase the sales of HT Mint and also compare the performance of newspaper with international competitors like Wall Street journal and Financial times.
- Planning the marketing campaign #HTBLUE campaign

June 2018 –  
August 2018

### ○ Hotel Le Meridien, New Delhi, India Sales & Marketing Intern

- Supporting the sales & marketing team through all administrative tasks such as responding to room enquiries through telephone and e-mail, preparing month-end sales reports, compiling and maintaining the sales database etc.
- Attending meetings jointly with various account managers of the sales team whilst visiting several corporate companies and travel agents.
- Supporting the banquets team by delivering site inspections or hotel tours for walk-in clients.
- Ensuring that accurate information of the enquiry is communicated to both client and the concerned sales team member or account manager.
- Supporting the hotel's brand standards through each customer experience in order to drive customer loyalty.

December 2017  
– January 2018

### ○ Modicare Ltd., New Delhi, India Sales & Marketing Intern

- Conducting feedback calls regarding Modicare products from the existing customer database.
- Distributing survey forms at the 24/7 outlets across Delhi/NCR regarding feedback for upcoming product launches or promotions.
- Submitting the survey results online on the Modicare portal.
- Designing a PowerPoint presentation of the upcoming product launches at the 24/7 outlets.

## EDUCATION

2017-2020

- New Delhi Institute of Management, IP University  
B.B.A. (Bachelor's of Business Administration)

2003-2017

- Springdales School, Dhaula Kuan, New Delhi  
Humanities

## IT SKILLS

MS-Word



MS-Excel



MS-PowerPoint



## PROFILE

I am a multilingual B.B.A student .

I am keen to establish a career in the field of Sales & Marketing which will enable me to utilize my theoretical as well as practical knowledge of understanding consumer behavior and expectations.

This combined with my excellent oral & written skills would help me to communicate with the organization's target audiences, thus strengthening its market position and helping grow large revenues.

## SOFT SKILLS

- Good public speaker
- Confident & persuasive
- Active & Aggressive
- An eye for detail
- Quick learner
- Responsible & adaptable

## CONTACT

Mobile Number  
+91-8586851978

E-mail:  
[arihantgurung08@gmail.com](mailto:arihantgurung08@gmail.com)

Location:  
New Delhi, India