

Pratham Gupta

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PROFESSIONAL SUMMARY

Digital marketing and technical research professional with hands-on experience in campaign execution, CRM management, and client communication, combined with applied computational research in chemical process simulation and optimization and Android app development. B.Pharm graduate skilled in delivering technically rigorous project work and building brand visibility in fast-paced, cross-functional environments. Eager to contribute problem-solving expertise and bilingual communication to a collaborative team.

SKILLS

Client Communication, Email & Chat Support, CRM Software (HubSpot, Salesforce), Troubleshooting, Python, Process Simulation & Optimization, Android Development (Kotlin, Jetpack Compose), Digital Marketing, SEO, Campaign Coordination, MS Office Suite, Bilingual Communication (English/Hindi), Problem-Solving

PROFESSIONAL EXPERIENCE

Contractual Project Manager- Employee Management System June 2026 - July 2026

Dev Enterprises

- Guided the development of a custom employee management system for Dev Enterprises under an independent contract, working directly with the client to scope and deliver requirements.

Data Research Executive February 2026 - May 2026

Sphinx Worldbiz Limited

- Conducted data research, collection, and validation to support business decision-making, delivering clean, reliable datasets and reporting to internal teams.
- Build the groundwork and foundation for fully automated lead generation system with integration between tools like apollo, sales navigator, google sheets and crm

Digital Marketing Executive June 2025 - January 2026

Avian Grove, Noida, Uttar Pradesh

- Ran outbound email campaigns and coordinated communication with 50+ prospective clients monthly, achieving a 20% response rate.
- Managed CRM systems to track leads, follow-ups, and conversions, keeping client communication organized and timely.
- Ran digital marketing efforts (social content, SEO) that improved brand visibility on LinkedIn and Google Search.
- Supported brand positioning initiatives, contributing to a 15% increase in client engagement.

Digital Marketing Intern November 2024 - May 2025

Avian Grove, Noida, Uttar Pradesh

- Set up early CRM and client communication workflows, later scaled into the full-time role.
- Assisted with digital campaign execution and content coordination.

TECHNICAL & ACADEMIC PROJECTS

Simulation Programming Lead - Continuous Paracetamol Manufacturing (MSc Dissertation Project)

University of Surrey, School of Chemistry and Chemical Engineering

- Wrote and led the full codebase (Python) for a multi-objective optimization and cost analysis of a manufacturing process, using process simulation software and optimization algorithms.
- Coded the statistical sensitivity analysis and translated results into technical documentation for a non-technical academic audience.

Solo Android Developer - Various Utility App

Independent Project

- Coded an Android utility app end-to-end (Kotlin, Jetpack Compose) for image format conversion, GIF/WebP encoding, and PDF-to-image workflows.

EDUCATION

Bachelor's in Pharmacy - K.R. Mangalam University, Haryana | 2021 - 2025 | CGPA: 6.8

Google Digital Marketing & E-commerce Professional Certificate | 2026

Higher Secondary (Class 12) - S.T. Mary's Public School | CGPA: 7.5

Secondary (Class 10) - S.T. Mary's Public School | CGPA: 7.6