

ROHAN GUPTA

805 Unite Students One Stratford, London E20 1GS

Email: rohang3110@gmail.com | www.linkedin.com/in/rohan-gupta527

Mobile: +44 7459445423 / +91 9811300262

EDUCATION

Loughborough University London: MSc Sport Marketing (2018-19)

Core Modules: Sport Marketing; Strategic Sports Sponsorship; Sports Economics & Law; Sport Business & Innovation. Worked on a collaborative project with West Ham United FC and Foundation to create marketing strategies for engagement with local fan base

Hindu College, University of Delhi, India: BSc (H) Statistics (2013-16)

Ranked among top 4 colleges in University of Delhi

Modern School Barakhamba Road, New Delhi, India: Class XII (2011-13)

Delhi's leading school for sports and cultural activities

The Doon School, Dehradun, India: Class X (2010-11)

Ranked 1st for boarding schools in India for past 10 years

WORK EXPERIENCE

Abhinav Futuristics Private Limited: Manager Business Development (March-September 2018)

- Managing and marketing brand Abhinav Bindra (India's first and only individual Olympic Gold Medallist)
- Promotion and business development for AB: Targeting Performance (Sports Performance Training) centres
- Strategic rebranding and partnerships for AB: Targeting Performance
- Sponsorship sale(s) for Abhinav Bindra Foundation Trust (ABFT) in order to service elite and upcoming athletes

Dunamis Sportainment Private Limited: Manager Business Development (July 2016-February 2018)

- Cultivate professional and personal relationship with top sportsmen such as Former India, England & Australia Cricket Captains Virender Sehwag, Sir Ian Botham and Michael Clarke respectively among others
- Strategy formation & market positioning for sports brands to enhance brand value
- POC for contract negotiations (endorsement and sponsorship) with corporate and marketing agencies
- CRM during sponsorship asset(s) activation and delivery with right holders and brands
- Showcasing measurable partnership 'value' as a function of ROI/ROO
- **Du-Pro Beverages India Private Limited** (a subsidiary of Dunamis Sportainment Private Limited)
 - Creating on ground and digital marketing strategy for '*iPRO Sport*', India's first isotonic hydration beverage

- Analysing market trends (consumer segmentation, PESTEL/SWOT analysis) for sports beverage industry
- Corporate presentations for generating sales
- Identifying, negotiating and concluding with super stockists for efficiency in supply chain

VOLUNTEERING/PROJECT WORK

Volunteered at **Sports Analytics World Series Conference (UK)** in association with KPMG held in October 2018.

- Managed front desk for speaker and delegate registration
- Attended multiple sessions on sports innovation (digital technology, data analytics, leagues & brands etc.)
- Networked with multiple world-renowned speakers and industry experts

Volunteered at **The Wordsworth Project**, an afterschool intervention that works with children in community centres and NGO spaces, promoting reading and writing among young children

Volunteered for building **residential projects in Fatehpur**. Making bricks, toilets, houses and digging channels for a village adopted by The Doon School, Dehradun

RESPONSIBILITIES/INTERESTS/ACHIEVEMENTS

Cricket:

- Captain of Hindu College, University of Delhi Team (2015-16)
- Part of University of Delhi team for Inter University Zonal Championship (2013-14)
- Captain of Mount Cricket Club (2014-15) in Delhi & District Cricket Association League
- Captain of Indian Public Schools' Conference (2012-13) for National School Games

Basketball:

- Winner of **Basketball Federation of India (BFI)** affiliated IMG RELIANCE Delhi State League

Organized & Headed mock IPL Auction in Kurtosis (Annual Fest of the Department of Statistics, Hindu College, University of Delhi)- Led a team of 15 students and was responsible for the marketing and sponsorship of the event.

REFERNCES ON REQUEST

- Abhinav Bindra (Olympic Gold Medallist, Beijing 2008)
- Michael Clarke (Former Australian Cricket Captain)