

Apeksha Gupta



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DOB: 15-sep-1990

EXPERIENCE

Head Skilling, VCJ Foundation- Present

Cargomen Logistics, Hyderabad — Academic Head

June 2023 - April 2024

Provide Training for Logistics & Freight forwarding.

Ethames Degree College, Hyderabad — Lecturer

June 2018 - June 2023

Dedicated faculty for **International Business/ Foreign trade, Management Marketing & Commerce** subjects—team Member of Course development and extra curriculum committee.

Monster.com, Hyderabad— Senior Manager South East Asia

January 2017 (1 year)

Was responsible for International marketing, sales & new customer generation in Southeast Asia. **There as a manager, I was leading a team of 10 members.**

SNS STARCH, Hyderabad — Assistant Manager Export

March 2016- December 2016

- Taking care of Manufacturing and distribution (Export), inventory management, and services in overseas market & domestic market
- Conducting various marketing activities including marketing research, product design, branding, packaging, pricing, and promotion.
- Procuring materials in the right quantity and time to ensure smooth production.
- Contracting with Forwarder, CHA agents & Transporters

CK Birla Group (Avtec Pvt. Ltd.) Indore — Senior Officer (SCM, Exports & Marketing

May 2015- December 2015

- Worked with partners to develop sale proposals, quotations, and prices.
- Responsible for whole exports around the world.

Books Publication

- **Introduction to International Business (With Himalayan Publication)**
- **Principle of Management (For Himalaya Publication)**
- **Export Marketing (With Himalayan Publication)**
- **Ongoing Revision of Book "Export Marketing" by Rathor & Rathor (With Himalayan Publication)**
- **SILSILA (An anthology by inspiring authors)**

Awards & Recognition

- **Awarded as "Young Researcher 2023" By INSC (Institute of Scholars)**
- **Titles as 100 under 40 by Fox story India (Powered by Hindustan times) for Training & Teaching.**
- **Featured on Cover pages of "The Literature Times magazine " for assisting many new authors for book**

- Performed periodic market and program analysis of targeted customers and channel partners.
- Worked closely with Customer Service Representatives to ensure customer satisfaction and problem resolution
- Communicated with channel partners via phone & e-mail to develop leads and sell company products and services to them for profitable business
- Responsible for entire Imports for production.

publication.

Shakti Pumps Pvt. Ltd. Indore — International Business Executive

August 2014- 2015

- Analyzing customer demand, sales forecasts and historical material usage to develop and execute build-to-order and build-to-forecast plans
- Established and supervised production scheduling activities by monitoring material catalog, tracking progress of production and reviewing factors that affect schedules
- Forecasted long-term material requirements to facilitate the purchase and delivery of all materials for manufacturing

Internship

Mahindra 2 wheelers for 45 days. Includes marketing, production, exports & imports with documentation.

Subjects of Expertise (Teaching)

All Subjects related to

- Management & Marketing
- Logistics
- Entrepreneurship
- Foreign Trade
- International Business
- Business Development
- Principle of insurance
- Environmental Science
- Indian Economy
- Banks & Investment
- Indian Economy
- Government Schemes & Documentation,
- Media Management
- Procurement & Distribution
- Startups
- Brand Management
- Supply Chain Management
- Inventory Management

Tirupati Balaji Pvt. Ltd location Indore — Management Trainee EXPORT

September 2013- August 2014 (Internship)

- Created strategic brand partnerships with distributors and other international companies that grew the business and brand awareness as well as the strategic partner's business
- Managed all procedures of trading which includes various formalities, shipping, documentation for clearance of consignments and logistics
- Led, trained & monitored the performance of team members to ensure efficiency in operations and meeting of individual & group targets

EDUCATION

Rajiv Gandhi Proudyogiki Vishwavidyalaya(RGPV), Indore — Computer Science Engineering with honors

July 2008 - June 2012

- Scored 90% in Final Year

Devi Ahilya Vishwavidyalaya, Indore — MBA in Foreign trade (MBA(FT))

June 2012 - June 2014

- University topper 2014 with 9.6 pointers in final year

Languages

Proficient in English & Hindi

Current Education status

Pursuing PHD from 2019 Dec in Management (International business) from GITAM deemed to University, Hyderabad.

Paper Publications

- **A Quantitative Exploration on Impact of Service Quality on Customer Experience in Life Insurance Industry**, published in The Empirical Economic Letters (EEL) in **Jan 2022** (A Monthly International Journal of Economics)
- Paper published in National Conference on '**Entrepreneurship**'
- '**Journal of Computing**' in Volume 4 and awarded by 'USA Research Institute' as young researchers
- **Factors Affecting Digital Transformation in Logistic Firms (Journal of Informatics Education and Research** · Nov 26, 2023) <https://jier.org/index.php/journal/article/view/326/326>
- **Predictors of performance of freight forwarding companies: Evidence from India**
(Q3 journal Boletin De Literatura Oral - Tradition Oral Literatur · Nov 24, 2023) <https://www.boletindeliteraturaoral.com/index.php/bdlo/article/view/523/345>
- **Impact on Training & Development Execution Process during and Post Covid-19**
(RES MILITARIS · Mar 31, 2023) <https://resmilitaris.net/menu-script/index.php/resmilitaris/article/view/3574/2795>
- **Drug Abuse during Covid -19 Pandemic :Unleashing the Perspective** (Latin American Journal of Pharmacy (Scopus Index) · Feb 27, 2023) <http://actafarmbonaerense.com.ar/index.php/latamjpharm/article/view/116>
- **LETTERS OF CREDIT CHALLENGES & FINANCIAL LOSS FACED BY EXPORTERS IN THE FORM OF DOCUMENTARY DISCREPANCIES** (International Journal of Novel Research and Development · Jan 31, 2023) <https://www.ijnr.org/viewpaperforall?paper=IJNRD2301334>