



CHIRAG DUDEJA

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Summary

Results-driven Business Operations and Marketing professional with a proven track record of enhancing organizational efficiency, optimizing processes, and driving revenue growth. Equipped with strong skills in project management, data analysis, and strategic marketing, including social media and client engagement. Experienced across hospitality, tech, and media industries with a focus on delivering measurable outcomes, reducing costs, and improving customer retention. Adept at cross-functional collaboration, risk management, and leading high-impact campaigns.

Skills

- Microsoft Office
- Data analysis
- Social media strategy
- Team leadership
- Solutions development
- Materials management
- Mail and reception handling
- Database management
- Risk management
- Operational leadership
- Warehouse operations
- Inventory control
- Logistical support
- Marketing strategy
- Client retention Budget management Sales strategy

Experience

THE GALGOTIAS HOTEL | Gurugram
Marketing & Sales Assistant Manager
10/2024 - 03/2025

- Increased hotel revenue by developing and executing effective marketing strategies.
- Enhanced client retention through management of key accounts using tailored approaches.
- Utilized creative social media campaigns and targeted email marketing to promote hotel services.
- Strengthened market positioning by conducting comprehensive market research on industry trends.
- Ensured compliance with all applicable laws in regards to advertising and marketing campaigns.
- Researched and evaluated competitor marketing and digital content.

GSTECH SOFTWARE SYSTEMS PVT LTD
| Noida **Operation**
Intern 08/2023 -
10/2023

- Reduced operational costs by up to 11% through process optimization and supplier negotiation.
- Created plans to propose solutions to problems related to efficiency, costs or profits.
- Assisted in budget tracking and expense management for operations department.
- Increased user engagement by 15% through implementation of loyalty programs and strategic social media initiatives.
- Facilitated daily operations while guiding new team members for seamless transitions.

ELEVE MEDIA PVT LTD | GURUGRAM

- Updated and managed company database alongside customer

Social Media Marketing Intern
05/2022 - 08/2022

- management systems.
- Generated ideas for creative content initiatives.
- Communicated clearly and concisely, both orally and in writing. Conducted over 30 campaigns while supporting marketing team with administrative tasks.
- Drove 20% increase in client engagement through strategic collaborations with creators.
- Led successful campaign for Amazon Mini TV, achieving targeted audience reach.
- Collaborated with marketing managers to develop digital strategies based on audience research across Facebook, Instagram, and YouTube.

Education

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY | Delhi
Master of Business Administration in Marketing and Operations
2024

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY | Delhi
Bachelor of Business Administration in General
2021

Languages

English: First Language

English: C2
Proficient (C2)

Hindi: C2
Proficient (C2)