

# KESHAV GUPTA

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## EDUCATION:

**PhD Student, Business Administration with Concentration in Tourism and Sports**  
**Fox School of Business, Temple University, Philadelphia, PA**

**Present**

- Along with being a research student, I am also a Research Assistant and Teaching Assistant at the School of Tourism and Sports at Temple University.

**Bachelor of Technology, Electrical & Electronics Engineering (6.7 CGPA)**  
**Delhi Technological University, India (formerly Delhi College of Engineering)**

**May, 2015**

## INDUSTRIAL EXPERIENCE:

**Megahertz Infotech**  
**Manager, Business Development**

**September, 2017 – March, 2018**

- Backed with knowledge of data analytics, sales and strategy, I gave useful insights to the top management in making successful bids.

**Star Sports**  
**Executive, Operations & Relationships**

**January, 2016 - September, 2017**

- Worked on organizational research project to understand sports consumer experience and relate it to the organization's deliverables. Used the research findings to help restructure budgets and focus areas.
- Researched and analyzed the rules of play of kabaddi to propose a tweak that could make the game more stimulating. Did predictive analysis to understand the impact of the tweak.
- Helped conceptualize a working model for the 1<sup>st</sup> Women Kabaddi Challenge by doing research, data collation and analysis. It entailed research on pre-existing sports models of other women sports leagues around the world and data analysis of spectator expectations. Eventually formulated a model to attract crowds to the stadium and enhance TV viewership for a game that is predominantly restricted to men participation that lead to an eventual viewership exceeding that of Euro Cup 2016 in India.
- Led the first New Young Talent Pool project for professional Kabaddi. It entailed scouting of more than 5000 kabaddi players between the ages of 18-22 years, across 17 different cities. Researched on scouting patterns, selection parameters and training methodologies to formulate a plan for selection and training. After rigorous trails spread across 2 phases, used analytical tools on data collected on performance parameters and physical prowess to select the best 133 players and mentored their training for a month in New Young Player Training Camp. Formulated a statistical model of physical performance parameters with results of existing players to map the new talent accordingly. A strategic plan was designed such that all players in the camp got marketed to the best of their potential to all 12 franchises. 64 players from this camp were bought by the 12 teams.
- Formulated Online Marketing Strategies for the 1<sup>st</sup> Kabaddi World Cup. Using real-time data collected over social media, analysed it for enhancing consumer experience during the World Cup. Ensured compliance, auditing and optimization of logistics. Using online marketing, we managed to penetrate new foreign markets.
- Developed the on-ground and digital branding structure of all stadiums for Pro Kabaddi Season 3.

**Jeevan Jyoti (Non-Government Organization)**

**November, 2015 - January, 2016**

- Jeevan Jyoti is an NGO that works with underprivileged children and women. I was involved in their bridge literacy program, as a volunteer, that helped slum dwelling and homeless children to take up formal education and engaged with them till they were employed after high school. I helped encourage the children to attend school and specialized in teaching them mathematics and natural science.

**Housing.com**  
**Assistant Manager, Operations**

**July, 2015 - November, 2015**

- Head of Regional Sales, Delhi – Understood the Delhi real estate market, created promotional products and trained the sales team to meet targets. As a result, the revenue generated in Delhi was the second highest all over India.
- PAN India Supervisor for International Property Consultant (IPC) – Housing.com partnership: Formulated and established a mechanism that allowed IPC to upload properties on the Housing forum, which resultantly generated revenue for the firm.

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:: Kabaddi is an aggressive contact game between two teams of 7 members each. It is primarily an Indian sport, now popular in South Asia. It was introduced as a competitive sport in Asian Games in 1990.

**Marketing and Sales Intern**

- Analysed data sets to find correlation between consumer loyalty to a gas station and availability of convenience stores, restrooms, etc. at the station. Supported the aforementioned data analysis with questionnaire based quantitative analysis to understand consumer's expectations from a gas station. Based on findings, recommended Marketing Strategies to attract consumers and build brand loyalty to IOC.
- Envisioned and designed a pipeline layout in the LPG division which would ensure safety, minimize transportation expenses and product loss as compared to road transportation.

**ITC Limited; Lucknow, India**

**December, 2013 - Jan, 2014**

**Marketing and Sales Intern**

- Conducted a questionnaire based market research to understand consumer's hesitation towards purchase of *Aashirvaad Atta*, a packaged wheat flour product.
- Identified correlation between income groups and their level of affinity to the product. Based on statistical analysis of survey data, recommended suggestions to increase sales of the product.

**CONFERENCES ATTENDED & PAPER PRESENTATIONS:**

- **Indian Institute of Technology, Delhi, India** **June, 2013 - July, 2013**  
**Research Intern, Rakshak Foundation**
  - Explored whether full and free registration of all cases reported in the police station is desirable or not, since innocent and law abiding citizens are often harassed if a false complaint is recorded against them.
  - Examined various models being adopted in the three states of Uttar Pradesh, Himachal Pradesh and West Bengal through qualitative and quantitative research and submitted a paper on '*Free registration of Crime*'.
- **Harvard World Model United Nations, Melbourne, Australia** **March, 2013**  
Represented Delhi Technological University as part of the Indian delegation. As part of the model UN exercise, represented Central African Republic in the Social, Cultural and Humanitarian Council and contributed substantially in drafting and lobbying for the resolution on "*Save the Endangered Languages in the World.*" The resolution was successfully adopted.
- **The Last Verdict, Miranda House, Delhi University, India** **February, 2013**  
Awarded the "Best Paper" based on cumulative evaluation of my three papers on marketing strategies, corruption and law and order. The paper was reviewed by reputed entrepreneurs and lawyers of India.

**CERTIFICATIONS:**

Digital Marketing Channels: The Landscape

Digital Analytics for Marketing Professionals: Marketing Analytics in Practice

Digital Analytics for Marketing Professionals: Marketing Analytics in Theory

Digital Marketing

Introduction to Big Data

**ADDITIONAL SKILLS:**

- Languages: English, Hindi, German (basic)
- Software and programming skills: Microsoft Word, Excel, PowerPoint, Photo Shop, C++

**STUDENT ACTIVITIES:**

- President, PRATIBIMB, the Dramatics Society of Delhi Technological University
- Co-Founder and Event Head of RANGMANCH: The Theatre Festival of Delhi Technological University
- Event Head/Event coordinator of Virtual Stock Market Competition (Coordinated the competition with ICICI Bank, an Indian multinational banking and financial services company )
- Member, Organizing team of SPICMACAY (Society for the Promotion of Indian Classical Music And Culture Among Youth)
- Head of Hospitality, DelTech MUN'14 (Model United Nations)
- Volunteer, EHSAAS 'Friends of Street Children', an NGO in Lucknow which supports and educates underprivileged street children