

BHARTI GUPTA

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PROFESSIONAL SUMMARY

A highly motivated, well traveled and creative professional with ten plus years of experience ranging from cross-border trade, international relations, sales & marketing, digital marketing, Korean Language skills and CSR activities. Fast learner, positive can-do attitude.

EXPERIENCE

- **Korea Trade & Investment Promotion Agency (KOTRA)** 2020
The Commerical Section of the Embassy of the Republic of Korea
Trade & Investment Advisor
 - Advise potential and existing Korean exporters looking for trade in India.
 - Promote S.Korea as a destination for high-quality investment from Indian companies.
 - Assist Korean startups find VC/CVC/Buyers in the Indian market.
- **Honorary Consulate General of the Republic of Korea in Hyderabad, India** 2019 – 2020
Trade & Education Commissioner
 - Promote bilateral trade relations between India and Korea through various events and programs.
 - Facilitate links with Indian and Korean traders to foster trade and investments.
 - Advising Korean companies in their orientation towards Indian market through mails, calls and conferencing. Assisting Indian companies with trade in Korea.
 - Participate in trade events and conferences to promote Korean trade in India.
 - Coordinating and promoting Korean scholarships / student exchange programs in India.
 - Keeping track of media information on developments in Trade and Education issues in India.
 - Support in organization and guidance of incoming delegations, trade missions and visitor programs.
 - Maintaining and keeping the South Korean Consulate in Hyderabad website and social media sites updated.
 - Working closely with trade organizations and government in Hyderabad.
- **Terrestra Solutions, Hyderabad, India** 2014 - 2015
Digital Marketing Executive
 - Developed successful campaigns & social media strategies across a wide range of social media platforms. Content creation & curation, Community management, Campaign Management.
- **Samsung Electronics, Dubai , UAE** 2008 - 2010
Sales & Marketing
 - Collect, collate and carry out complex sales data analysis in support of management
 - Data Entry & Auditing, creating data reports & monitoring all data for accuracy.
 - Reporting statistical findings to work colleagues and senior managers.
 - Specialties: Attention to detail & ability to work in a pressurized time sensitive environment.
- **Samsung Electronics, Delhi , India** 2006 - 2008
Sales & Marketing
 - Planning and executing corporate marketing budgets.
 - Conducted market research by compiling & analyzing market share, brand awareness and dealer awareness reports.
- **Mirae Asset, South Korea** 2006
Marketing Coordinator (Intern)
 - Coordinate to set up Mirae Asset office in India.

- **Korea Institute of Economic Policy, South Korea**
Research (Intern)

2005

- Research work on FDI in Korea

EDUCATION

- **Seoul National University, Seoul, South Korea**
Masters of International Trade.2006
- **Yonsei University, Seoul, South Korea**
Diploma in Korean Language.2003
- **Eventrix Dubai, UAE**
Certificate in HR & Payroll Management.2016
- **NIIT & DMI Ireland, India**
Certificate in Digital Marketing . 2014
- **Blue Ocean Academy, Dubai, UAE**
Certificate in HR Professional. 2013

OPERATING SYSTEMS AND SOFTWARES

- Windows. • Email and Outlook. • MS Office. • Excel • SAP

ACHIEVEMENTS & AWARDS

- Led a delegation of 70 Young Entrepreneurs from Hyderabad to KIA Motors plant tour in Andhra Pradesh to showcase Korean technology through South Korean Consulate in Hyderabad.
- Participated in National and International trade shows, conferences, seminars, trade visits and workshops.
- Volunteered for UNESCO Cultural Programs in South Korea.
- Managed \$1billion sales data management for all 16 branches of Samsung Middle East & Africa Region.
- Assisted in Employee Relations and Coordination through Korean language & culture skills at Samsung.
- Accomplished fruition of McKinsey research project at Samsung India.

INDUSTRIAL TRAINING

- Samsung Electronics Dubai, UAE training in Nairobi, Africa
- Samsung Electronics Dubai, UAE training in Suwon, South Korea

SKILLS

- Korean Language skills – speaking, reading, writing
- Digital Marketing, Social Media Marketing Skills
- Analytical, Communication and Networking skills
- Ability to communicate with high-level officials, clients and contacts in an effective and respectful manner.

STRENGTHS

- Leadership. • Problem-solving. • Decision-making. • Communication. • Teamwork. • Analytical. • Planning

PERSONAL PROFILE

- Nationality : Indian
- Known Languages : English, Korean, Hindi

VOLUNTEER

UNESCO, South Korea – Cross Cultural Representative

INTERNSHIP

Mirae Asset, South Korea , Marketing Coordinator

Korea Institute of Economic Policy (KIEP), Korea , Research Assistant