



Ayushman Gupta

I have been in the fashion industry since the starting of my career in 2013

[View profile on Dweet](#)

Languages

English

About

Overview

I am an MBA from University of Aberdeen with more than 11 years experience of Business Strategy, Business Development and Digital Marketing skills.

I started my career in New York where I was involved in building a market entry strategy and then business expansion strategy where I would use my B2B lead generation skills to bag clients like

Walmart, Macys, JCPenney, Kohl's, Dollar General, Adrianna Pappell and more.

At the New York office I was responsible for handling a team of lead generators, digital advertisers.

I would make sure that the business development activities were meeting the KPIs I made with the senior management.

In 2018, it was time to expand to the European market. UK was our first choice. To make this

expansion happen, I made another international business strategy. After studying the English market

we hired a team of sales reps accross UK and some European countries. As a business developer

for the business I organized several trade shows accross UK, Germany, Denmark and Italy; along

with digital marketing efforts to drive leads to the business. I could bring leads like Asos, Boohoo,

PrettyLittleThing, Matalan, Massimo Dutti, Pull and Bear, Shop Direct, and more.

I saw Brexit and lockdown as an opportunity to expand further into ecommerce and in a new industry

of healthcare. The first lockdown in 2020 gave birth to an online brand called Ammpoure. For this

digital brand I have been handling more than £ 600,000+ Paid media ads spend (Search + Social

Media). I am coached by an Australian google ads expert team having 22 years experience, with whom

I invested and learned the nitty gritty of google ads and other social media advertising. What works,

what doesn't, how to improve ROI, optimize ads and landing pages and much more.

I have helped the business start and scale their ecommerce revenue to a few millions, which included

and not limited to -

1. Building the holistic ecommerce strategy - inception to scaling
2. Leveraging resources already with the business and what would be needed - from HR-, capital perspective
3. Forming an everyday workflow to build momentum in sales, and achieving sales targets
4. Working on the commercial and accounting element of the business and bringing the company into profit
5. Researching and helping them to find profitable products to sell
6. Building and leveraging on new and old customer data. Working on several retargeting campaigns socially, on Google and emails
7. Competition profiling
8. Helped them primarily on Shopify

With my business and accounting acumen I am able to devise the marketing and advertising strategy.

Willing to relocate: Anywhere

BRANDS WORKED WITH

Aspirado Trading Inc

Experience



● Business Development Manager, Digital Marketing, Accounting, Project Management

AspiradoTrading.com | Aug 2018 - Nov 2023

I was responsible for business development and I was taking care of the following

1. Lead Generation
2. Digital Marketing
3. Administration
4. Project Management
5. Accounting

The company expanded to UK as a fashion company from New York. I have been responsible for a team lead generators and digital advertisers bringing clients like Asos, Boohoo, Matalan, PrettyLittleThing and more

Also, I have helped the business start and scale their ecommerce business to a few millions, which included and not limited to -

1. Building the holistic ecommerce strategy - inception to scaling
 2. Leveraging resources already with the business and what would be needed - from HR-, capital perspective
 3. Forming an everyday workflow to build momentum in sales, and achieving sales targets
 4. Working on the commercial and accounting element of the business and bringing the company into profit
 5. Researching and helping them to find profitable products to sell
 6. Building and leveraging on new and old customer data. Working on several retargeting campaigns socially, on Google and emails
 7. Competition profiling
 8. Helped them primarily on Shopify
 9. Also listing on several marketplaces like Amazon, Ebay, Etsy etc
- Additionally I have been responsible for accounting and bookkeeping. Softwares I am capable of Quickbooks, Xero.

● Business Development Manager

Aspirado Trading Inc | Jan 2014 - Mar 2018

My work responsibilities were:

1. Marketing and Business Development
2. Marketing Content Creation that is driven towards customers making action towards product offering
3. LinkedIn Marketing - I have more than 13,000 connections on LinkedIn. Around 88% of them are buying decision makers
4. Email marketing - the key here is to, first, make the customer open the emails; and second, the content of the email has to be strong enough to make your customer believe and trust you.

I have brought the following business for this company -Walmart, Macys, JCPenney, Kohl's, Dollar General, Adrianna Pappell and more.

Education & Training

2012 - 2013

● University of Aberdeen

MBA in Business Administration,

● University of Cambridge Affiliated

GCSE or equivalent in Commerce,

- **UNIVERSITY of CAMBRIDGE**

A-Level or equivalent in Commerce,

- **University of London, California State University, Amity University**

Bachelor of Business Administration,

- **University of Aberdeen**

Master of Business,