

# Prashant Gupta

## ***Business Development, PR and Communications PRO***

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Dynamic and results-driven professional with a robust experience of 17 years in business development, sales, media relations, event production, and community engagement. Proven success in securing more than \$500,000 in funding and sponsorship for various projects, including media, entertainment, as well as for non-profit initiatives. Impressive ability to foster strategic partnerships, execute managerial roles, lead teams in different industries, secure equity financing, and maximize resources and talent to develop high-impact projects. History of capturing substantial media coverage, executing large-scale event logistics, and developing a social media following reaching more than 50K. Leverages expertise in corporate/social responsibility, strategic communication, project management, public speaking, and brand development to move projects forward strategically.

## **Experience**

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### **Publisher, Roslyn Living (Best Version Media)**

**January 2024 - Present**

- Achieved \$80,000 in advertising sales at Roslyn Living by effectively identifying and securing key partnerships with local businesses.
- Spearheaded initiatives to foster business development, resulting in strengthened relationships between local businesses and Roslyn – Long Island residents, thereby enhancing community engagement.
- Organized and led community events that not only promoted Roslyn Living but also provided significant networking opportunities, further driving advertising sales and community involvement.
- Developed and maintained strong relationships with over 50 Long Island-based business owners, and philanthropists ensuring their continued engagement and interest in Roslyn Living's advertising opportunities, as well as overall community welfare.

### **Sales and Marketing Director | GRK Gems | Onsite and Remote**

**August 2005 - June 2023**

- Executed 15+ digital and hardcopy brochure materials and email marketing campaigns for GRK Gems Inc., driving new jewelry product visibility/appeal and contributing to the boost in customer inquiries by 25%.
- Maintained and reconfigured extensive address books encompassing 2000+ entries, vastly streamlining marketing activities and systems of wholesale customer sales outreach.
- Formulated and produced 50+ powerful email pitches and business write-ups, communicating the unique specializations of GRK Gems Inc. from the first line; as a result, generated a 15% increase in sales leads during the first year.



## Executive Producer, Mulberry Films | USA | India

August 2016 - May 2019

- Successfully raised \$150,000 for the production, marketing, and sale of the feature film *A New Christmas*, as well as procuring \$300,000 in equity financing by attracting and securing investment partners.
- Augmented Mulberry Films' media presence for the feature film *A New Christmas* by interfacing directly with filmmakers and journalists with copywriting, press release distribution and social media blog posting.
- Amplified the company's presence globally by way of getting *A New Christmas* accepted into prestigious film festivals, distribution, and managing all aspects of creating and managing the budget.
- Orchestrated 25+ radio, digital and TV interviews including *The Los Angeles Times* and *Variety*.

## Actor | Brand Ambassador (screen name Prashantt Guptha)

August 2007 - November 2022

- Brand ambassador for notable companies such as Solm8, US-based Cricket shoe; engaged with potential customers at various events; worked closely with sales and marketing.
- Featured in several box-office hits and critically acclaimed Indian movies, including working with major studios like Fox and Disney.
- Hosted more than 15 live events as the master of ceremonies.
- Supported promotional objectives of major brands including Shaadi.com, a major Indian matrimonial portal.

## Community Engagement | Events

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- Anchored and moderated high-profile events for private and non-profit organizations, held at Meta and Google headquarters while fostering interconnectedness with influential media industry members.
- As a new member of the prestigious Gold Coast Lake Success Rotary Club on Long Island, volunteered for food and book drives that positively impacted local community support and literacy enhancement endeavours. Most recently succeeded in working with the team to package 15,000 meals in association with the Outreach Program, and obtained a publication's approval on an article I wrote about the event.
- Originated event production for programs that spotlighted mental health, showbiz mentorship, and community building that launched networks of understanding within the community. Delivered media coverage and audience attendance for community events highlighting a phenomenal aptitude for event promotion and public relations.
- Secured over \$50,000 in sponsorships for numerous events and causes; effectively engaging and enlisting support from local businesses, high-net-worth funders and philanthropic entities.

## Skills

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| • Public Speaking and Writing                    | • Community Engagement and Development        |
| • Event Planning and Management                  | • Sales and Negotiations                      |
| • Print and Social Media Publicity               | • Team Leadership and Volunteer Recruiting    |
| • Fundraising, Gifts and Sponsorship Acquisition | • Microsoft Office, Direct Mail and Email PRO |

## Education

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### Baruch College

- Bachelor of Business Administration, May 2004