



Srishti Gupta

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

Goal-oriented marketing student with creativity and good communication skills, seeking a role in marketing. Aspire to contribute through innovative strategies to make a positive impact and drive organizational success.

INDUSTRY PROJECT

Organization: Aashaa Foundation

Designation & Duration: Social Media Marketing Intern (1 month)

Summary: Assisting the organization in conducting live sessions, webinars, competitions, and other events. Raising awareness of the government's skill development initiatives for underprivileged girls

ACADEMIC PROJECT(S)

Organization: Minature

Topic: Request for Problem (RFP) Project

Objective: To understand consumer behaviors in the herbal beauty segment and developing a customer segment for minature (*Project in progress*)

Topic: Research Incubation Project in Fashion and Apparel sector

Objective: To analyze how TMRW by Aditya Birla, and its affiliated brands leverage their resources to enhance customer segmentation, boost brand equity, and deliver distinctive value for lasting growth. (*Project in progress*)

Topic: Design Thinking for Ilahui

Objective: Researched the feasible and practical solution that led to an increase in the profitability of Ilahui.

Topic: Integrated Marketing Communication

Objective: Developed a comprehensive understanding of communication strategies in advertising, public relations, and digital marketing.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management, Bengaluru | **Class of 2024 | CGPA: 7.4**
Bachelor of Commerce | Pandit Prithi Nath College, Kanpur | 2021 | **65.45%**

PAST EDUCATION

Higher Secondary with Commerce | Mother Teresa Mission Higher Secondary School Kanpur | 2018 | **87%**

Secondary School with Science | Mother Teresa Mission Higher Secondary School Kanpur | 2016 | **82.5%**

ACCOMPLISHMENTS & ACTIVITIES

- **Secured 1st** runner-up in UGC Analytics Workshop (2023)
- **Awarded Best Intern** at Aasha Foundation (2020)
- **Secured first place** in the inter-school basketball tournament (2015)

Jagdish Sheth School of Management
(Accredited by AICTE, NBA, and AACSB)

KIADB Industrial Area 8 P & 9 P, Infosys Drive, Electronics City Phase 1, Electronic City, Bengaluru, Karnataka 560100
<https://jagsom.edu.in/>

THOMAS PROFILE COMPETENCIES

Planning & Organizing
Interpersonal Skills
Communication style

TECHNICAL SKILLS & CERTIFICATIONS

SPSS- Intermediate
Tableau- Intermediate
Canva- Intermediate
Python- Beginner
Advanced Google Analytics from HubSpot
Content Marketing from HubSpot

INTERESTS & HOBBIES

Basketball
Swimming

REACH ME AT

MOBILE NUMBER

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Email Id

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srishtigupta289@gmail.com

LinkedIn Profile

<https://www.linkedin.com/in/srishti-gupta-593832178>

Domicile

Kanpur, Uttar Pradesh

LANGUAGE

English & Hindi

(Reading, writing, speaking, and listening)