Akrati Gupta

PGDM in Marketing with Analytics Minor - Equipping for MarTech

THOMAS PROFILE COMPETENCIES

Listening
Resource Optimization
Interpersonal Skills

TECHNICAL SKILLS & CERTIFICATIONS

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

INTERESTS & HOBBIES

Travelling
Swimming
Interior Designing

REACH ME AT

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Domicile
Kanpur, Uttar Pradesh

LANGUAGE

English & Hindi
(Reading, writing, speaking, and listening)

CAREER OBJECTIVE

Seeking a marketing role in a dynamic and fast- paced organization where I can utilize my creativity, strategic thinking, and strong communication skills to develop and execute successful marketing strategies to drive business growth and foster a culture of innovation and excellence.

INDUSTRY PROJECT

Organization: Aashaa Foundation
Designation & Duration: Social Media Marketing Intern (1 month)
Summary: Created content, graphics, and work with the management team for the organization's social media campaign. Raised the awareness of various schemes and development programs launched by government.

ACADEMIC PROJECT(S)

Organization: Jigsaw Brand Consultant
Topic: Request for Problem (RFP) Project for the premium client of Jigsaw
Objective: How might we build emotional brand affinity for the top real estate brand "Rustomjee" among prospective buyers & drive advocacy from the existing customer community (*Project in Progress*).

Topic: Research Incubation (RI) Project in D2C Beauty and Personal Care Sector
Objective: How might we change the perception of the D2C company 'MyGlamm' from being seen as a low-quality discount brand?

Topic: Design Thinking for Style Union
Objective: Devised measures to help them increase the profit of the organization by 30% within 3 months by introducing an app where customers can customize their look and buy the outfits as per their preference.

Topic: Brand Management
Objective: Developed a comprehensive brand plan by effectively crafting a creative brief, refining brand positioning, and developing a detailed customer persona, which enabled me to implement a more strategic and targeted approach**.**

PROFESSIONAL QUALIFICATIONS

Post *Graduate Diploma in Management in Marketing* | Analytics Minor **|**
Jagdish Sheth School of Management, Bengaluru **|**Class of 2024 | **CGPA: 7.8**
Bachelor of Commerce* |Pandit* Prithi Nath College, Kanpur**|** Class of 2021 **|61.72%**

PAST EDUCATION

***Higher Secondary with Commerce* |** Mother Teresa Mission Higher Secondary School Kanpur |Class of 2018 | **86.5%**

***Secondary School with Science* |** Mother Teresa Mission Higher Secondary School, Kanpur | Class of 2016 |**80%**

ACCOMPLISHMENTS & ACTIVITIES

- *Team Leader* for a Social Education event during my graduation, where I successfully generated leads for free education by mobilizing a team and acquiring a remarkable 300 student sign-ups.
- *UGC Analytics* First Runner Up in User Generated Content Analytics Workshop & Competition, organized by Dr. Anitesh Barua, McCombs School of Business, University of Texas at Austin (2023)