



Anadi Gupta

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

Seeking a challenging role as a Digital Marketing Manager to apply my knowledge and creativity, contribute to innovative marketing campaigns, and drive brand success in a dynamic and competitive industry.

INDUSTRY PROJECT(S)

Organization: Pearlcon Consultants

Designation & Duration: Content Writing Intern (1 month)

Summary: Wrote and edited press releases, news articles, and other written materials for distribution to local news outlets.

Organization: L'utopia Magazine

Designation & Duration: Content Writing Intern (6 months)

Summary: Contributed to the development of the mental health section of the magazine, including generating article ideas and writing articles on mental health issues.

Organization: Jigsaw Brand Consultants

Topic: Internship Experience (15 Days)

Summary: Worked on a "Competitive Analysis of Professional Hair Care Brands" for the launch of an ongoing project.

ACADEMIC PROJECT(S)

Organization: Teamore Natural Beverages

Topic: Request for Problem (RFP) Project for Competitive Analysis of the brand.

Objective: Conducted competitive analysis for Teamore, assessing market position, strengths, and areas for improvement. Delivered strategic recommendations to boost competitiveness and drive growth.

Topic: Research Incubation Project in Media and Entertainment Industry.

Objective: To enhance brand loyalty for OTT platforms. Conducted market research to identify key attributes influencing OTT platform selection, contributing valuable insights for the industry.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management, Bengaluru | Class of 2024 | CGPA of 8.57

Bachelor of Arts (Journalism & Mass Communication) | Manipal University Jaipur | 2021 | CGPA of 8.57

PAST EDUCATION

Higher Secondary with Science | Madhav Rao Scindia Convent H.S. School, Sheopur, MP | 2017 | 78.2%

Secondary School | Modern Convent School, Sheopur, MP | 2015 | CGPA of 9.2

ACCOMPLISHMENTS & ACTIVITIES

- **Runner Up** in User Generated Analytics Competition at Jagdish Sheth School of Management (2023)
- **Volunteered** for Kanyathon to nurture and educate thousands of girl children, by creating content and handling social media accounts which helped in spreading awareness regarding the event (2023)
- **Volunteered** for TEDx Manipal University Jaipur, by working in the hospitality committee and coordinating with the speakers which resulted in the smooth functioning of the event (2018)

THOMAS PROFILE COMPETENCIES

Analytical Skills
Planning & Organizing
Resource Optimization

TECHNICAL SKILLS & CERTIFICATIONS

Python - Beginner
Tableau - Beginner
SPSS - Beginner
Advanced Google Analytics from Google Analytics Academy
Google Ads Display Certification from Google Ads Display

INTERESTS & HOBBIES

Cooking
Cycling
Travelling

REACH ME AT

MOBILE NUMBER

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Email Id

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LinkedIn Profile

<https://www.linkedin.com/in/anadigupta2204>

Domicile

Sheopur, Madhya Pradesh

LANGUAGE

English & Hindi

(Reading, writing, speaking, and listening)