MAITRI GUPTA

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# OBJECTIVE

# Ambitious BBA analytics and big data freshman passionate about entrepreneurship. eager to absorb knowledge, develop skills and contribute to the dynamic world of business. Seeking opportunities to learn, grow with professional in the industry.

# EDUCATION

**UPES Dehradun, Uttarakhand India |**: *B.BA*  ANALYTICS AND BIG DATA **CGPA** – 8.2/10(3rd Semester)

**The Sanskaar Valley School, India |***Scored 82% in Class XII, CISCE (Commerce)* 2023

**The Sanskaar Valley School, India |***Scored 94.2% in Class X, CISCE (Commerce)* 2021

# *INTERNSHIP WORK EXPERIENCE*

# BABA KEDARNATH NGO JUNE 2024-JULY2024

# Contributed to the design and layout of the school prospectus to enhance visual appeal and clarity.

# Edited promotional and informational videos, ensuring quality and engagement for the target audience.

# Performed accurate data entry tasks, maintaining records and organizing information efficiently.

# Aspire Consultant June 2025-July2025

# Summer Intern

# Completed comprehensive training in company policies and taxation practices during the initial onboarding phase.

# Contributed to the Marketing Department by assisting in campaign planning, market research, and promotional activities.

# Supported the HR team with tasks related to recruitment coordination, employee data handling, and onboarding assistance.

# Assisted the Finance Department in basic accounting tasks, data management, and financial documentation.

# Gained cross-functional exposure and developed practical understanding across key business areas including marketing, HR, and finance.

# AWARDS & RECOGNITIONS

# Represented The Sanskaar Valley in National level basketball.

# Represented Gyan Ganga international school in State level Swimming .

# POSITIONS OF RESPONSIBILITY

* Core member, SPE Student chapter ***2023-2024|UPES***
* Member of DIGET Club at UPES Dehradun ***2023-2024|UPES***

# VOLUNTEER EXPERIENCE

# SPE Fest 2024 – UPES

# Public Relations Head (Volunteer)

# 2024

# Led the Public Relations team, overseeing outreach and communication strategies for successful event promotion.

# Actively engaged and convinced students and external participants to join the fest through persuasive communication and targeted outreach.

# Collaborated with media and marketing teams to design compelling content and campaigns across social media and campus networks.

# Coordinated with sponsors and university bodies to ensure widespread visibility and active participation in the fest.

# Contributed significantly to boosting event attendance and engagement through strategic public interaction and promotion

**SKILLS: Python, SQL, Excel**

**Backend -Business Model ,Digital Marketing**

# INTERESTS: Playing Basketball, Fitness and Travelling .