

MEGHA GUPTA

Female, 23 years | English, Hindi

**Media President, DUSU | Winner-2 case comps, FMS | Corp. Affairs Student's Union- SRCC | Food Blogger****Educational Qualifications**

MBA Mar Major, Fin & Strat Minor	2020	Faculty of Management Studies, Delhi	52.625%
B.Com.(Hons.) Commerce	2017	Shri Ram College of Commerce, Delhi	52.11%
Class XII CBSE	2014	Aadharshila Vidyapeeth, Pitampura, Delhi	87.2%
Class X CBSE	2012	The Heritage School, Rohini, Delhi	7/10

Internships**23 Weeks****ValueLabs****Sales Intern**

Apr'19 – May'19

Project	GTM Strategy and Sales Outreach
Responsibilities	<ul style="list-style-type: none"> Designed a GTM strategy & performed competitor analysis for the company's services for Las Vegas area Based on the strategy, designed an Ideal Client Profile and mined for contact information & opportunities Outreached to potential clients for business opportunities in collaboration with director of the geography Created opportunity brief documents for the companies that ValueLabs was looking to collaborate with

SankalpTaru Foundation**Winter Intern**

Dec'18 – Jan'19

Project	Digital Advertising Plan for Kotak Mahindra Insurance's Plant a Tree Initiative
Responsibilities	<ul style="list-style-type: none"> Co-designed a Precision Marketing Plan for FB and Google Ad network with a budget of Rs. 1.5 lac
Achievements	<ul style="list-style-type: none"> Attained a combined reach of over 2 million people with an average CPR of 7.5 paise in three weeks

Oriental Structural Engineers**Summer Intern in Accounts**

May'16 – Jun'16

Project	Eastern Peripheral Expressway Project (Pkg-V) in Budget, Finance and Accounts Department
Responsibilities	<ul style="list-style-type: none"> Analyzed budget and finance reports, worked with senior leadership and gave feedback on the reports Drafted scope of work for procurement of raw materials for eastern peripheral expressway construction
Achievements	<ul style="list-style-type: none"> Critically analyzed the budget reports & helped the management team create sound policy frameworks Developed regular interventions with project head for effective utilization & deployment of company funds

Shri Bhagwan Diagnostic & Imaging Centre Pvt. Ltd.**Marketing Assistant**

Dec'16 – Jan'17

Project	Operation Trainee in marketing assistant domains
Responsibilities	<ul style="list-style-type: none"> Led day to day marketing operations, in coordination with cross functional teams to increase the outreach Spearheaded the promotional activities alongside with team to increase the footfall at the diagnostic lab Substantially highlighted the significance of healthcare in the district through print media where lab is
Achievements	<ul style="list-style-type: none"> Mobilized resources to organize regular free medical check-up camps and rolled out health packages Developed media content for company website, helped increase visibility on social media platforms

Positions of Responsibility

Media President, DUSU	<ul style="list-style-type: none"> Led a team of 15 DUSU members & spearheaded all channels like, social media, press & PR Coordinated with media houses & led the media coverage for all cultural events of 64 DU cllgs Improved accessibility of DUSU for DU Students by working closely with DUSU President 	2017-18
Founder – The IdeationCell, SRCC	<ul style="list-style-type: none"> Pioneered the Ideation summit, strengthened entrepreneurial community at SRCC-DU Conceptualized and organized The Ideation Summit with total budget of Rs.2 Lakhs at SRCC 	2015-16
Sponsorship Head, Fashion Soc, SRCC	<ul style="list-style-type: none"> Raised sponsorship of Rs.1 lac+ from 12+ vendors for Prom night footfall of 2500+ people Organized 2 fashion shows, 20+ participating teams during Crossroads fest, SRCC – DU 	2015-16
Member, Corporate Affairs, Students Union, SR	<ul style="list-style-type: none"> Raised sponsorship worth ₹ 1.2 Crores for Crossroads, the second largest college fest of India Organized stage performances of dignitaries such as Atif Aslam, Int'l DJ Akcent & Amit Managed sessions conducted by Ms. Smriti Irani, Mr. Arun Jaitley and Mr. Ram Jethmalani 	2014-15
Member, NSS, SRCC	<ul style="list-style-type: none"> Worked in various projects like Vishwas, promoted Social Responsibility and Social Health Completed over 100 hours service at NSS and provided services towards social initiatives Organized blood donation camp under supervision head of project Social Health at SRCC 	2014-15

Projects

Revv	Develop a business plan for Revv's ad network for usage by creative agencies and brands <ul style="list-style-type: none"> Analyzed digital ad industry, benchmarked ad networks for 5+ cos with avenues for advertising Performed SWOT analysis for Revv's prospective ad network and extracted 2 key business USPs 	Digital Advertising
FMS, Delhi	Impact of CSR on building and improving brand equity <ul style="list-style-type: none"> Surveyed and analyzed 1200 respondents to study the impact of CSR on brand preference Partially corroborated hypothesis establishing correlation of brand equity with tangible factors Bolstered the findings by studying the effect of CSR on financial records of companies 	Marketing Research

Co-Curricular Achievements

Certifications	<ul style="list-style-type: none"> Certified Google Analytics Individual & completed Adv Google Analytics by Google 	2018
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	<ul style="list-style-type: none">• Certified in Google Ads Display, Fundamentals, Measurement, Search & Video by Google Academy	2018
Extra-Curricular Achievements		
Competitions/ Events	<ul style="list-style-type: none">• Winner, Opstrix, an Operations case study competition at Faculty of Management Studies	2018
	<ul style="list-style-type: none">• Winner of 19 June 2018's #WhoAmI contest by RB Global Team Challenge	2018
	<ul style="list-style-type: none">• Runners up, Ecomtrix, a Category Management case study competition at FMS, Delhi	2018
	<ul style="list-style-type: none">• Runners up, fashion show event of inter section wars - flagship cultural festival of FMS, Delhi	2018
	<ul style="list-style-type: none">• Performed & walked at three consecutive fashion shows during the tenure representing SRCC	2015-16
Interests		
Salsa Dance Food Blogging Fashion Shows		