

Karishma Gupta

**Contact Address**

A- 306, Geetanjali Apartments, Near
Karkardooma Court, New Delhi- 110092

Phone

+91- 9999709803

Email

karishmagupta@live.com

MOTTO IN LIFE

"To sincerely deliver smart work and efficiency to the best of my knowledge and ability, and to add value, not only to the industry that I am a part of, but also to myself."

EXPERIENCE

1 Year

Corp Sales B2B (online portal)

Manage Online Marketing Campaigns

Create Strong Social Media Presence

Drive Brand Awareness and Engagement

Develop Strategies for Online and Offline marketing

**Advanced Business analytics & Intelligence
(Dataguru.in)**

EDUCATION

Bharti Vidyapeeth University, Institute of Management and Research, New Delhi

2012-2014

MBA- Marketing and International business

9.12 CGPA

Bharti Vidyapeeth University, Institute of Management and Entrepreneurship, Pune

2009-2012

BBA - International Business

70%

K.R. Mangalam World School, New Delhi

2008-2009

H.S.C. (Commerce) C.B.S.E

90%

Mussoorie International School, Mussoorie

2006-2007

S.S.C.(Commerce) I.C.S.E

83%

SUMMER INTERNSHIP (APR-MAY,2013)

2 MONTHS

Company

NOKIA

Project Title

Analytical study of customer preference and promotion
techniques of Nokia products (Sales)

**Objectives and
Scope**

- Customer preference for Nokia Phones
- How Nokia promotes itself in the country
- Why Nokia is a success
- Promoting sales of Nokia phones

Learning outcomes

- Nokia Phones were economical and easy to use
- Promotional techniques has helped made an impact on

- the customers
- Easily accessible and available

SUMMER INTERNSHIP (DEC-FEB,2008)

2 MONTHS

Company Karishma Electricals Pvt. Ltd.

Project Title Determining Employee Satisfaction Level

Objectives & Scope

- Understanding Consumer Preferences
- Employee Satisfaction
- Response of the company and its employees with the help of Questionnaires.

Learning Outcomes

- The fact that all the employees in a company cannot be at the same level of satisfaction at the same time
- That personal motives do influence the employees
- Understanding the role of inter-personal communication in an organization.

LANGUAGES KNOWN

Languages	Read	Write	Speak
English	Yes	Yes	Yes
Hindi	Yes	Yes	Yes
German	Yes	Yes	Yes

AWARDS & ACHIEVEMENTS

- Attended Finishing School by Minocher Patel (2013)
- Completed certificate course in German language with distinction (2012-13)
- Certification in Cyber Security (2013)
- Participated in International Conference, New Delhi (2012)
- Organiser for Schoneamour (Language Mela- German,2012)
- Organised seminar with "Prayas, an effort" (2011)
- House Vice-Captain (2008)
- All-rounder Student for 5 consecutive years (2002-2006)
- Gold Medalist in Sports (2001-2007)

EXTRA CURRICULAR ACTIVITIES

- Co-ordinated "Schoneamour" (Language Mela, 2013), Bharti Vidyapeeth University, New Delhi
- Participated and coordinated Sports meet (2013), Bharti Vidyapeeth University, New Delhi
- Participated in Paper Presentation Competition, Paristhiti (2012)

ADDITIONAL INFORMATION

- Basic Proficiency of MS Office (Word, PowerPoint and Excel)
- Excellent communication skills with English proficiency

Karishma Gupta