

Selma Gupta

Indian | Female | 23 years old

Target MSc: Marketing Analytics / Global Business

EDUCATION Bachelor of Commerce (Honors) Shri Ram College of Commerce (SRCC), Delhi University 2020 - 2023

Focus on Marketing and Business Statistics.

President of the Marketing Society, organizing national-level case study competitions.

Achieved top 1% in the Senior Secondary Certificate Examination (Class XII).

PROFESSIONAL EXPERIENCE

Consumer Insights Intern - Procter & Gamble (P&G), Mumbai July 2023 - January 2024

Assisted in the execution of a nationwide consumer survey for the "Home Care" segment, reaching 5,000+ households.

Utilized SQL and Power BI to segment customer data based on purchasing frequency and brand loyalty. Developed a "Competitor Intelligence Dashboard" to track real-time pricing changes on Amazon and Flipkart.

Presented key findings on Gen-Z purchasing habits to the regional marketing director.

Digital Marketing Intern - Zomato (FoodTech) January 2023 - June 2023

Managed performance marketing campaigns across Meta and Google Ads with a monthly budget of \$10k.

Optimized ad creatives based on CTR and CPA metrics, reducing customer acquisition costs by 12%.

Collaborated with the SEO team to identify high-volume keywords for the "Healthy Food" category.

SKILLS

Technical: SQL, Power BI, Google Ads Search Certification, Meta Blueprint.

Analytical: Multi-channel attribution, Market segmentation, A/B testing.

LANGUAGES

Hindi (Native), English (Fluent), Punjabi (Native).

PERSONAL INTERESTS Cricket (College team captain), Street Photography, Amateur Cooking.