

Anshika Gupta

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EXPERIENCE

WSP

July 2023 - September 2024

Marketing Editor | Film City, Noida

- Worked as a Marketing Editor supporting the Strategic Growth Team (SGT)
- Reviewed, edited and approved resumes, project descriptions, and collateral marketing material into the company's USA's central database.
- Performed research to verify content such as facts, references, dates, as well as organized and tracked the data entered.
- Responsible for designing and organizing monthly team bonding sessions in order to boost the team's morale and collaboration.

QAI/ QGLUE

Dec. 2022 - Feb. 2023

Project Intern and Freelancer | Nehru Place, Delhi

- Interned at the Designing Your Life design thinking programme and developed roadmaps to help learners navigate the programme.
- Conducted SWOT analyses and research to strengthen collaboration and operations.
- Liaised with the design team to improve the User Experience on the firm's website.
- Designed lesson plans to support training.
- Composed posts and mailers to boost the firm's SEO rankings. (freelance work)

CyberEQ

June 2022 - Aug. 2022

Research Intern | Remote

- Researched developments in the domain of cybersecurity.
- Co-authored a paper titled "Identify cause and effect of Strategic Organizational Workforce Behavioral Risk" for the company.

Artbuzz (formerly Artsome)

Jan. 2022 - Feb 2022

Marketing Intern | Remote

- Helped develop a new marketing campaign and improve SEO rankings by authoring bi-weekly blog posts and managing their engagement analytics.
- Managed Twitter and Pinterest accounts, created content to boost engagement.

PROJECTS

Peer Tutoring Program

Sept. 2022 - March 2023

- Worked as a peer tutor in the fields of Philosophy, Literature and Environmental Science.

Class Representative

Sept. 2020 - Aug. 2021

Representative for college batch.

- Upheld and implemented the provisions of the University constitution and its various codes.
- Served as a liaison for the section and presented their issues and concerns to the student council.
- Addressed student concerns of respective sections and batch with the help of the council.
- Addressed infrastructural issues within the classrooms.

Rohillapur Prathmik Vidyalaya

May 2018 - Feb 2020

- Worked as a co-lead of the art vertical, organizing lessons, events and decorating the school.
- Helped manufacture and market products and services to raise funds for the project.

"Has India Completely Accepted the LGBTQ+ Community?"

November 2018

- Piece on the decriminalization of Section 377 in DNA newspaper.

The REDefine Campaign

2018

- Co-founder of a non-profit campaign started to promote menstrual health and hygiene amongst underprivileged girls in the Delhi/NCR via collaborations with other, established NGOs.

ACHIEVEMENTS

WSP On the Spot Award for “Excellence”

April 2024

WSP On the Spot Award for “Excellence”

September 2023

O.P. Jindal Global University’s “Best Researcher Award”

September 2022

EDUCATION

Jindal School of Liberal Arts and Humanities | B.A. (Hons.) Liberal Arts and Humanities

Sept. 2020 - May 2023

- CGPA: 7.689/8.000
- Majored in International Business and Literary Studies

Step by Step School | International Baccalaureate (IB) Diploma

May 2020

- Points: 34/45

SKILLS

English | Hindi | Research | Writing Skills | Editing | Analytical Skills | Marketing | SEO | Critical Thinking | Leadership | MS Suite | Collaboration | Interpersonal Skills | Creative Problem-Solving | Adaptability | Copy Editing | Digital Marketing | AP Stylebook | Team Building | Data Analysis | Conflict Resolution |