



## SATAKSHI GUPTA

Course : P.G.D.M (6 Trimester), Post Graduate Diploma in Management, 2024

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CGPA : 7.55



### CAREER OBJECTIVE

To secure a challenging position in a dynamic organization that elevates my career and gives me an opportunity to apply my academic background in general management to support business growth and profitability

### ACADEMIC DETAILS

COURSE	SPECIALIZATION	INSTITUTE/COLLEGE	BOARD/UNIVERSITY	SCORE	YEAR
UG	Regular	Dayanand Academy Of Management Studies	Chhatrapati Shahu Ji Maharaj University	68.3 %	2021
CLASS XII	Science	Mercy Memorial School	ICSE	67.2 %	2018
CLASS X	General Studies	Mercy Memorial School	ICSE	81.66 %	2016

### CORE SKILLS

Creative and Innovative Thinker , Adaptability , Analytical Skills , Detail-Oriented

### TECHNICAL PROFICIENCY

Microsoft Office, Tally 7.2, HTML + CSS, R Programming, Financial Accounting, Python

### SUMMER INTERNSHIP / WORK EXPERIENCE

#### Marketing Executive , Indi Business Group

May 2023 - Jul 2023

- Gained valuable experience in different segments like Real Estate Leasing, Real Estate Consulting, and Retail.
- Engaged in diverse roles that enriched understanding of various business models and customer behaviors.
- Executed Strategic comprehensive market research , identified key demographics and preferences of potential customers.
- Systematically collected and documented footfall data within the store premises and assessed conversion rates by tracking the ratio of footfall to successful sales.
- Successfully engaged with 58 potential customers through strategic approaches.
- Achieved an impressive conversion rate of 48%.

#### Marketing And Human Resource, The Leading Solutions

Nov 2022 - Jan 2023

- Maintained positive relationship with clients.
- Actively engaged in promoting and selling products, employing effective marketing strategies.
- Identified potential leads, contributing to the expansion of customer base.
- Researched and compiled reports, providing valuable insights for informed decision-making.

### CERTIFICATIONS

CERTIFICATION	CERTIFYING AUTHORITY	DESCRIPTION
Reading Financial Statements	Corporate Financial Institution	Reviewed balance sheets , income statements and cash flow statements , as well as a company's financial footnotes.
Kona Kona Shiksha	National Institute of Securities Markets (NISM)	Learned about securities markets, mutual funds and the various other financial aspects.
Accounting Fundamentals	Corporate Finance Institute	Understood layout of balance sheets, income statements, and cash flow statements.
Digital Marketing	Axpino Technologies	Learned Creating Website and Different Tools of Social Media Marketing
Business Professional Programmer ("O" Level)	National Institute of Electronics & Information Technology	<ul style="list-style-type: none"><li>◦ Learned Information Technology Tools and Network Basics.</li><li>◦ Understood Web Designing &amp; Publishing , Problem Solving through Python and IOT &amp; its application.</li></ul>
Financial Markets	Great Learning Academy	Understood different financial and stock markets, stock exchange and bonds
Financial Accounting	Bayesian Tech	Learned Tally software by doing inventory management and accounting

PROJECTS

<b>Generated a detailed project report outlining "The service blueprint for DSP Mutual Funds" - Marketing</b>	<b>Sep 2023 - Sep 2023</b>
Developed a precise service blueprint for DSP Mutual Funds, conducting a thorough examination of its operational processes, customer experience, and technological infrastructure.	
<b>A Project Report On “A study of factors influencing the buying behavior of customers in Real estate industry” - Marketing</b>	<b>May 2023 - Jul 2023</b>
<ul style="list-style-type: none"><li>◦ The study on real estate customer behavior found that most respondents (aged 21-30) were interested in buying property, but actual purchases were rare.</li><li>◦ Influential factors included location, price, amenities, ROI, and neighborhood reputation.</li><li>◦ Challenges included high prices, financing issues, and industry trust. Insights can help real estate pros adapt strategies.</li><li>◦ Data validity was ensured by rigorous analysis and Cronbach's Alpha test.</li><li>◦ Property price drove 40% of respondents, highlighting affordability's role.</li></ul>	
<b>A Project Report on "Rural &amp; Urban Marketing Landscape Articulating Processes of Development and Social Change" - Marketing</b>	<b>Dec 2022 - Dec 2022</b>
A rural immersion program at Bhadiyaad and Dhandhuka village . Conducted a field survey on supply chain management , marketing strategies of cosmetics	
<b>Digital Marketing Drive On "Food Blogging" - Marketing</b>	<b>Jan 2023 - Feb 2023</b>
Created various social media campaign along with the traditional marketing and learned various digital marketing tools .	
<b>Quantitative Analysis Report on "Financial Analysis And Reporting of Abbott India And Laurus Labs" - Finance</b>	<b>Jan 2023 - Apr 2023</b>
Comparative balance sheet analysis on Abbott India And Laurus Labs trend analysis and ratio analysis	
<b>Quantitative Analysis Report On "Application Of Statistical Techniques Using Stock Prices Of Banking Industry" - Finance</b>	<b>Dec 2022 - Jan 2023</b>
A detailed knowledge of using statistical tools to analyse Indian bank and Bank of India 's growth and performance.	
<b>Managed a project focusing on "smart investing in stocks for maximum returns" - Finance</b>	<b>Sep 2023 - Nov 2023</b>
The main objective of this portfolio management is to invest in diversified securities To maximize returns, protect capital and minimize risks so there can be capital appreciation. The total amount given was Rs1 crore. Invested around 50% amount focused on long-term investment.	
<b>A Project Report On "Financial Analysis of Dabur India Ltd. And Hindustan Unilever Ltd" - Finance</b>	<b>Jan 2023 - Jan 2023</b>
Identified the policies and framework used by the companies by calculating and analyzing the working capital expenditure, debt position, profitability index of two companies .	

CONFERENCES AND WORKSHOPS

<b>Ab Karega India Invest</b>
Organized by: <b>Groww</b>   Date: <b>Oct 2022</b>
Gained Knowledge about share and mutual Funds
<b>Advanced Excel</b>
Organized by: <b>Narayana Business School</b>   Date: <b>Aug 2022</b>
Gained Knowledge About Excel and Its Tools

LANGUAGES KNOWN

Hindi, English