



CONTACT

P: +91 96913 35540

E: gupta.sauransh@live.com

ACADEMIC QUALIFICATIONS

MASTER OF BUSINESS ADMINISTRATION (MARKETING MAJOR)

Institute of Management, Nirma University | 2019-21
CGPA: 8.62

BACHELOR OF BUSINESS ADMINISTRATION

Institute of Management, Nirma University | 2016-19
CGPA: 8.21

HIGHER SECONDARY SCHOOL CERTIFICATE (XII)

The Shishukunj International School | 2015-16
Score: 86.6%

SECONDARY SCHOOL CERTIFICATE (X)

The Shishukunj International School | 2013-14
Score: 91.2%

COMPUTER SKILLS

- Google Ads
- Search Engine Optimization (SEO)
- R Studio
- Microsoft Excel
- IBM SPSS
- ACE Equity
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Final Cut Pro X

LEADERSHIP & EXTRA CURRICULAR ACTIVITIES

- Overall Events Incharge of Genesis: The Cultural Fest of Institute of Management, Nirma University. (2019)
- Sponsorship Committee Head for Genesis: The Cultural Fest. (2019)
- Media Committee Head for Genesis: The Cultural Fest. (2019)
- Logistics and Decor Committee Head for Genesis: The Cultural Fest. (2019)
- Core Co-ordinator at Abhivyakti: The BBA Cultural Committee at Institute of Management, Nirma University.
- Core Co-ordinator at Ritayan: The BBA Music and Dance Committee at Institute of Management, Nirma University.
- Served as the Deputy Head of Logistics in The Shishukunj Model United Nations Conference. (2015)
- Awarded a Merit Award for excellence in Instrumental Music – Drums at Ojas. (2014)
- Awarded a Certificate for Participation in Indore Marathon against Rape and Discrimination by IIM Indore. (2013)

SAURANSH GUPTA

Behance Portfolio: www.behance.net/sauranshgupta

LinkedIn Profile: www.linkedin.com/in/sauransh-gupta-486385151

INTERNSHIPS

CREATIVE CONTENT STRATEGIST

DDB Mudra Group

(22feet Tribal Worldwide) | May - Aug, 2020

- Conceptualized and collaborated with the creative team to ideate, strategize and create effective and exceptional content for clients like Grofers, Reebok, Delhi Airport, 7UP (by PepsiCo) and MMTC-PAMP.
- Prepared performance reports to analyse the success of digital campaigns.
- Work recognized by ET BrandEquity, Social Samosa, Exchange4Media and MediaNews4U.

ADVERTISING AND MARKET RESEARCH

Rasna Pvt. Ltd. | May - June, 2019

- Worked towards new brand endorsement campaign through market research and analysis.
- Designed creatives for the Instagram handle under the social media agency: Rioconn Interactive Pvt. Ltd.

MEDIA INTERN

YES Foundation | May - June, 2019

- Worked under the Yes Foundation Media for Social Change Fellowship for Centre for Environment Education (CEE); made an awareness-based short film and designed creatives for their social marketing campaign.

SALES AND ANALYTICS

BeWealthy Consultants Pvt. Ltd. | May, 2018

- Project Title: Study on Low Persistency Reasons & Portfolio Services Expectations in Market.
- Worked in the Sales and Analytics Department of BeWealthy Consultants.
- Suggested ways to improve products and services of BeWealthy Consultants.

PROJECT INTERN

Pahal Jan Sahyog Vikas Sansthan | May, 2017

- Worked as a part of an awareness campaign on education for children and women empowerment.
- Designed posters, brochures and banners for the campaign.

PROJECTS

- Presented a research paper at the 21st Nirma International Conference on Management, 2018. (Studied the 'Effects of music played in stores on consumer behaviour')
- Successfully made and presented a documentary on 'Prostitution in India' at the Institute of Management, Nirma University. (2017)

AWARDS & ACHIEVEMENTS

- Awarded the title BEST PROJECT at the Sahodhaya Bal Vigyan Science Fair. (2014)
- Awarded a Merit Award for being a Math Wizard at Ojas. (2014)
- Awarded a Certificate of Creditable Performance in the ASSET Winter 2011.