ANUSHKA GUPTA

UNIVERSITY STUDENT



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ABOUT ME

I am a confident university student currently pursuing a Bachelor of Business Administration at ESSEC Business School with a keen interest in marketing and business management, and a penchant for various aspects of fashion.

Practical hands-on experiences during my past internships have enabled me to learn and apply new vocations. This also helped me get initiated into the dynamic world of startups and entrepreneurship and I have been fortunate to have had many opportunities to interact with stakeholders at different levels, including a Forbes 30 under 30 entrepreneur, some of who continue to be my mentors till this day. Much like my millennial cohort, I am good with technology, social media and enjoy picking up new skills and applications.

I am an avid reader who loves to sing, dance, follow music, travel and cook with a love for adventure - I have been on multiple cross-country road-trips including to two of world's TOP3 highest motorable roads. In addition, having travelled extensively in India and visited 15+ countries, has not only broadened my horizon but has also helped me understand the cultural diversity the world has to offer.

I find fashion and marketing quite intriguing and wish to learn more by taking up internship opportunities in the same.

ACADEMIC SNAPSHOT

- 3rd in School in the 9th International English Olympiad
- 3rd in School in the 4th Intl Company Secretaries Olympiad
- 2nd in School in the 8th International English Olympiad
- 1st in School in the 9th International Math Olympiad

CO-CURRICULAR SNAPSHOT

- Served in the School Student Council in key roles for 3 years
- Part of Organizing Committee for multiple school events
- Authored a snippet titled "More to Beauty than meets the eye" that was published in The Straits Times' Youth column
- Won Best Press Article at NPSiMUN 2017
- Runners up in GIIS RWCC QC'16 & Model Parliament 2015
- Active participant in Art & Naturalistic Academy (2012-15)

EDUCATION

Global BBA | (2019 - 2023) ESSEC Business School, Singapore

Grade 11 & 12, CBSE | (2017 - 19) Global Indian International School, Singapore Subjects: Accounts, Economics, Business Management, Mathematics, & English.

Grade 10, CBSE | (2016 – 17)
Global Indian International School, Singapore
Subjects: Sciences & Mathematics, Social Studies,
Fundamentals of IT, English & French.

WORK EXPERIENCE

STUDENT HELPER | (NOV 2019 – PRESENT) ESSEC Business School

 Performed data cleansing and enrichment and performed data analysis

INTERN | (APR 2017 – JUL 2017 & APR 2019) Startup BootCamp – FinTech, Jumper.ai & Crux Labs (Adhoc Basis)

- Assisted with research, content creation, and social media marketing
- Helped plan events and social media posts for Instagram and Facebook
- Researched the Dos & Don'ts of social media which was made into a tool kit for users
- Successfully created a published brochure for Crux Labs

VOLUNTEER EXPERIENCE

24 HOUR RACE | (NOV 2016)

- Volunteered in the logistics setup of the race such as counting the laps
- Ensured participants abide to the regulations and a marshal for the race

GEAR FOUNDATION | (JAN 2015)

- As part of the community development initiative, GEAR Mentors and Cubs helped in creating a 'GEAR SPACE' at the lake installing a playground using only waste and reusable materials like old tires, furniture, etc. for developing the area
- Created a playground with different sections with items like drums, seesaw and a jungle gym
- Orchestrated different sounds for drums using filling old paint cans with different level of sands
- Created a seesaw using used tires and wooden planks
- Helped construct a jungle gym with a obstacle course using recycled tires, wooden planks, etc