

Snigdha Gupta

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EDUCATION

Boston University School of Management; Boston, MA

May 2015

Bachelor of Science in Business Administration

Dual Concentration in Marketing and Finance

Cumulative GPA: 3.46 Major/Concentration GPA: 3.63

Honors/Activities

Dean's List - Fall 2012, Spring 2013, Spring 2014, Fall 2014

Member, School of Management Student Government

Academic Team Projects

New Product Development Project

Fall 2013

- Lead a team of nine to develop a new product idea of a 'bike-locking helmet'; spearheaded the team's efforts to best reach the product's target market
- Created an extensive business plan that delved into the product's financials, marketing strategies, manufacturing processes and information systems infrastructure

Organizational Behavior Project

Fall 2012

- Analyzed, in a team of five, the corporate culture of IBM's Indian arm; interviewed both senior and middle-level management to better understand both organizational dynamics and the challenges faced by managers
- Compared IBM India to its counterparts across the world, looking at factors such as diversity and conflict management; presented findings through presentations and a final paper.

EXPERIENCE

IBM; Gurgaon, India

July-September 2014

Telecom Industry and Value Creation Team Intern (Sales and Distribution)

Worked with 'Big Data' implementations and solutions that have revolutionized data exploration and utilization specifically for the telecom industry.

- Collected data around the new offerings, price plans/adjacent market made by different operators in the mature markets
- Created a report comprising the information about the operators 'Go To Market' in mature markets as well as where they intend to invest in the coming 2-3 years.

Ernst and Young; Gurgaon, India

July-August 2012

Performance Improvement Intern (TCE-Advisory)

Worked on a project for their client Airtel, (worlds 3rd largest telecommunications company with over 275M subscribers)

- Tracked the customer experience for Value Added Services (VAS) for Airtel and its competitors
- Formulated a cross-industry analysis report with recommendations on how to outperform its' competition in terms of customer service experience; formulated new social media campaigns to better promote Airtel's services to subscribers

U2opia; Gurgaon, India

June-July 2012

Product Development Intern

Worked at a startup that has Matrix as their investor and partners with the biggest mobile and social networks such as Vodafone, Facebook and many more.

- Conducted thorough market research as part of evaluating a new networking-related smartphone application
- Identified competing applications and prepared a report on their strengths as a means of comparison

SKILLS & INTERESTS

Computer: Proficient in Microsoft Office (Word, Excel, PowerPoint, Access), Adobe Photoshop, SPSS, and popular marketing research tools such as Qualtrics, Tableau, Google Analytics and MTurk

Language: Native speaker of Hindi and Punjabi