



## ANSHITA GUPTA

Course : PGDM Dual Specialization in Marketing and Finance

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CGPA : 7.31



**NARAYANA**  
BUSINESS SCHOOL

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### PROFILE SUMMARY

A people-centric professional with strong negotiation, communication, and problem-solving skills. Adept at fostering collaboration, managing diverse perspectives, and driving meaningful outcomes. Passionate about creating positive workplace environments and contributing to organizational goal.

### ACADEMIC DETAILS

COURSE	SPECIALIZATION	INSTITUTE/COLLEGE	BOARD/UNIVERSITY	SCORE	YEAR
PG	Marketing and Finance	Narayana business school	AICTE	7.31 CGPA	2026
UG	B.com (Accounting)	Institute for Excellence in Higher Education	Institute for Excellence in Higher Education	7.8 CGPA	2024
CLASS XII	Commerce	Kendriya Vidyalaya Vidisha	Central Board of Secondary Education (CBSE)	84.2 %	2021
CLASS X	General Studies	Kendriya Vidyalaya Vidisha	Central Board of Secondary Education (CBSE)	67.4 %	2019

CORE SKILLS	Creativity, Decision Making, Leadership, Problem-Solving
TECHNICAL PROFICIENCY	Excel, Tally ERP 9.0, Microsoft Tools, Power BI

### SUMMER INTERNSHIP

<b>Digital Marketing Intern, MOXSH Overseas Educon Limited</b>	Feb 2024 - Apr 2024
<ul style="list-style-type: none"> <li>Assisted in creating and managing digital marketing campaigns across social media platforms.</li> <li>Developed engaging content for social media, blogs, and promotional materials.</li> </ul>	
<b>Accounting Intern, Gupta Arora &amp; Co</b>	Aug 2023 - Aug 2023
<ul style="list-style-type: none"> <li>Worked on Tally Prime for bookkeeping, ledger management, and financial transactions.</li> <li>Assisted in filing income tax returns, ensuring compliance with tax regulations.</li> </ul>	

### PROJECTS

<b>Vyndo Khakhra – Product Marketing &amp; Branding Strategy - MARKETING MANAGEMENT</b>	Nov 2024 - Jan 2025
<ul style="list-style-type: none"> <li>Designed a marketing strategy using the 4Ps.</li> <li>Focused on brand positioning, digital campaigns, competitive analysis, and distribution for market growth.</li> </ul>	
<b>Marketing Research on Unorganised Market - MARKETING APPLICATION AND STRATEGIES</b>	Aug 2024 - Oct 2024
<ul style="list-style-type: none"> <li>Studied consumer behaviour, pricing, and competition at Manek Chowk.</li> <li>Analysed retail strategies, customer engagement, and demand factors driving footfall and sales.</li> </ul>	
<b>Supermarket Study- Retail Management &amp; Consumer insights - PRINCIPLES OF MANAGEMENT</b>	Aug 2024 - Sep 2024
<ul style="list-style-type: none"> <li>Explored supermarket operations, focusing on store layout, inventory, and purchasing patterns.</li> <li>Assessed loyalty programs, promotions, and supply chain efficiency for sales growth.</li> </ul>	
<b>Financial Analysis – Cost Calculation for a Manufacturing Unit - MANAGEMENT ACCOUNTING</b>	Sep 2024 - Oct 2024
<ul style="list-style-type: none"> <li>Conducted a cost feasibility study for a manufacturing unit.</li> <li>Analysed fixed/variable costs, break-even points, and investment strategies using NPV and IRR.</li> </ul>	
<b>Power Bi Dashboard: Leveraging Data Manipulation and Visualizations for Decision-Making. - Data Driven Decision Making</b>	Jan 2025 - Jan 2025
<ul style="list-style-type: none"> <li>It involves creating a PowerBi dashboard to analyze sales performance.</li> <li>Its used data Visualization to track trends, team performance, and support decision- making.</li> </ul>	

CERTIFICATIONS		
CERTIFICATION	CERTIFYING AUTHORITY	DESCRIPTION
<b>Career Enhancement Programme</b>	TCS ION	Through the competency-building courses of the Career Enhancement programme, I built a flexible skill set that has given me the confidence and proficiency to handle challenging situations
<b>Kona Kona Shiksha</b>	Kotak Securities	Led the implementation of the 'Kona Kona Shiksha' initiative at NISM, expanding educational access and fostering inclusive learning.
<b>Introduction to Digital Marketing</b>	Career Ninja	The course covers digital marketing fundamentals, including SEO, social media, content marketing, and analytics.
<b>Corporate Finance</b>	NPTEL	The course covers financial decision-making in businesses, including capital structure, investment analysis, and risk management.

POSITION OF RESPONSIBILITY		
<b>SOMCOMM Member (Social Media Committee) - Narayana Business School</b>		<b>Sep 2024 - Present</b>
<ul style="list-style-type: none"> <li>• Capture, Record all event/activities for social media to enhance engagement and reach.</li> <li>• Plan and Shoot multiple content series: Talented NBS, Echoes of Expression, One-Minute Wisdom,</li> <li>• Cover and manage institutional events like Convocation, Winter Carnival, Ganesh Chaturthi, Navratri, Doc fest, etc..</li> </ul>		<b>Jul 2022 - Apr 2024</b>

CONFERENCES AND WORKSHOPS		
<b>Google Extend AI</b>		
Organized by: <b>GDG Cloud Bhopal</b> ,   Date: <b>May 2023</b>		

Explored advancements in artificial intelligence and its applications in technology and business.

**A Complete Guide to Kick Start, Promote, and Scale Your Venture and Entrepreneurship**

Organized by: **Entrepreneurship Cell, IIT Bombay** | Date: **Oct 2022**

Provided valuable insights into business growth strategies, branding, and scaling operations, enhancing my entrepreneurial mindset.

VOLUNTEER WORK		
<b>Radha Krishna Mandir (Krishna Janmashtami)</b> - Role: Volunteer   Cause: Social Services		<b>Aug 2024 - Aug 2024</b>
<ul style="list-style-type: none"> <li>• Managed crowd flow and assisted devotees during Krishna Janmashtami celebrations, ensuring an organized and smooth darshan experience.</li> <li>• Gained insights into event coordination, crisis management, and effective communication while handling a large gathering.</li> </ul>		

**Google Cloud Community** - Role: Volunteer | Cause: Education

Organized by: **Google Cloud Community** | Date: **Aug 2024**

Assisted in organizing and promoting cloud computing workshops and events.

Supported learning initiatives by sharing resources and guiding participants.

Extra Curricular Activities		
<b>Content Creation</b>		
<b>Photography</b>		

LANGUAGES KNOWN		
ENGLISH (Advance), HINDI (Native)		