



# GARGI KAPOOR

## SUMMARY

Young Analytics Enthusiast Currently Pursuing MBA in Business Analytics & looking for opportunities to enhance my skills. Well-versed with market research, Analytical, and Visualization Tools, along with having a keen interest in creating brand awareness strategies.

## INTERNSHIPS

**Jan 2021- Feb 2021**

**Campus Ambassador • `Study Overseas Help •  
Delhi, India**

- Was among The Top Five in 'Performer of the week'
- Spread awareness about their product in the student community.
- Built rapport within the Network and consistently added new subscribers each month.

**July, 2021-Aug, 2021**

**Market Research Intern • Browku • Delhi, India**

- Collected data on consumers, competitors, and market place and consolidated information into actionable items, reports, and presentations
- Understood business objectives and designed surveys to discover prospective customers' preferences and performed Various analysis.

**Jan 2023–Present**

**Marketing Intern • Epitome TRC • Indore, Madhya Pradesh**

- Lead Generation through social media platforms and AD campaigns
- Actively approached targeted business clients for recruitment services (telephone, email, social networks, etc.), Searched for new client leads.
- Managed relationships with existing customers.
- Handled the company's interactions with the public by implementing social media platforms' content strategies. duties included analyzing engagement data, identifying trends in customer interactions, and planning digital campaigns to build community online.



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[LinkedIn Profile](#)

## Skills

Ability to Multitask



Communication Skills



Microsoft Excel



Effective Time Management



Ability to Work in a Team



Creative Problem Solving



Visualisation and Analytical skills



Marketing Strategy Creation



## CERTIFICATIONS

- Certified HR Generalist by Vskills
- Leading; Human Resource Management and Leadership by Macquarie University
- Certified Marketing Manager by Vskills
- Databases and SQL For Data Science with Python By IBM Skills Network (Pursuing)

## EDUCATION

**Lovely Professional University (2022-Present)**

- **MBA in Business Analytics** – 9.13 CGPA

**Punjab University, Chandigarh (2019-2022)**

- **Graduated in B.com** - Bachelor's in commerce with Banking Honors

## EXTRA-CURRICULAR ACTIVITIES

**LPU Gyan Manthan- Euphoria Exploring Young Talent, Lovely Professional University Phagwara**

Scored 96.1 percentile, awarded with a study grant of INR50,000.

**Strategy for corporate contribution towards the attainment of SDGs (Sustainable development goals)**

Among Top 11 Teams