

# TANYA GUPTA

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Hometown: Kanpur, Uttar Pradesh

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## PROFILE SUMMARY

An MBA with a specialization in Finance. Have led various result-oriented projects under dynamic work environment, highly motivated, deadline-committed, with overall 2 years and 3 months of experience (11 months as social media influencer, 16 months as finance executive), proven track record of excellence. Some of my core skills are Social media management, SEO, XML, Digital marketing, analytics.

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## CAREER OBJECTIVE

To work in an environment that encourages me to succeed and grow professionally where I can utilize my skills and knowledge appropriately and to take up a challenging career that provides room to actualize my potential.

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## EXPERIENCE

**August 2020- to present**

*Food Photographer and Social Media Influencer*

- Under @zayka\_ka\_deewana, developed 7000+ followers and an engagement rate of 8-9% within 11 months by consistently producing compelling material daily. The following is now 7100+.
- Conceptualize, photograph, and edit highly creative food photographs.
- Work for sponsorships projects and giveaway contests.
- Increase brand awareness and loyalty for clients through paid social media content.
- Clients include Quaker Oats, Pepsi, Dettol, Weikfield, The women company, Nivea Purna Gummies, Berri Nutty, Bella Vita Organics, Luxura Sciences, Hea Boosters, Santulaya, Jarved, Dadev, Glowpink, Naagin, Khadi Mauri, etc.
- Upcoming Collabs: Domino's, Mountain Dew, Purple, Tru Hair, Wellsburg wellness, Sunsilk.

**June 2019-July 2019**

*Business Development Executive, Karvy Stock Broking Limited (Internship)*

- Sales and Marketing of financial products and services of KSBL
- Mapping customer's perceptions about different de-mat service providers.
- Per day target of 4 de-mat accounts.
- Cold callings, follow-ups.
- Customer relationship.

**Dec. 2017- October 2018**

*Finance Executive, Automecx Professional Detailing Services*

- Responsible for the organizing and monitoring of day-to-day business transactions.
- Understanding of the existing financial process including GST.
- Responsible for the hiring of new people and develop a plan.
- I have led and been also responsible for preparing a sales record at the end of each month.

**August 2017- December 2017**

*Senior Finance Executive, AirAqua Solutions LLP*

- I have managed day-to-day business transactions and generation of GST invoices & prepared a database of various financial instruments (invoices, payments).
- Prepared lead database with a trade of potential revenue & expenses under "Zoho Books of Accounting software."
- Maintained a petty cashbook in a spreadsheet.

## ACADEMIC QUALIFICATION

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**Master of Business Administration**, Finance and Control  
Institute of Business Management, CSJMU  
Kanpur, Uttar Pradesh (Completed, April-2020)

**Bachelor of Commerce** (Honors)  
Lucknow Public College of Professional Studies,  
Lucknow University  
Lucknow, Uttar Pradesh (Completed, April-2018)

**Senior Secondary**, Commerce  
Gaurav Memorial International School  
Kanpur, Uttar Pradesh  
CBSE Board (Completed, March 2015)

**Matriculation**  
Guru Nanak Modern School  
Kanpur, Uttar Pradesh  
CBSE Board (Completed, March 2013)

## RESEARCH PROJECT (Undergone During MBA)

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**Topic:** A STUDY ON CONSUMER SATISFACTION TOWARDS MOBILE PHONE SERVICE PROVIDERS IN KANPUR

**Organization:** Institute of Business Management

**The Objective of the project:**

- To study the customer perception, choice, and preference regarding various service providers.
- To study the awareness level of consumers regarding their mobile connections service providers.
- To ascertain the services that consumer prefers in selecting a particular mobile connection service provider.
- To study the features of a cellular service that attracts a customer the most.

## KEY SKILLS AND ATTRIBUTES

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- Strong knowledge of **MS Office and Google sheets**.
- Good communication and interpersonal skills.
- **Social media influencer | Digital Marketing**.
- Aggressive **target-oriented** & very **committed** to the assignment given to me.
- Creative, innovative, **hardworking**, Enthusiastic, punctual, and 'Honest'.
- Good knowledge of **SEO, Keyword analysis, XML**.
- Highly motivated with the ability to work/lead effectively in a team.
- Good knowledge of accounting software's (**Zoho books of accounting, TALLY**)

## ACTIVITIES AND INTERESTS

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Drawing, reading novels, travelling, singing.

## EXTRA CURRICULAR ACTIVITIES

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- Performed many stages shows at school and college events.
- Participated in many services and blood donation campaigns.
- Event Organizer in college. (Such as Rashtriya job festival, college fest)
- Participated in some social welfare programs.

## AREA OF INTEREST

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- ✓ Digital Marketing
- ✓ Finance.

## CERTIFICATIONS

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- ✓ **Front Accounting Training Certification** | Spoken Tutorial Project, IIT Bombay | 6<sup>th</sup> April 2018
- ✓ **Business Etiquette** Certification | TCS iON | 07 Jun 2020
- ✓ **Communication Skills** Certification | TCS iON | 05 Jun 2020
- ✓ Career Edge - Knockdown the Lockdown | TCS iON | 05 Jun 2020
- ✓ **Awareness course on Goods and Services** Certification | ICT Academy | 12 July 2020
- ✓ **Basics of Customer** Services Certifications | iON Digital Hub | 25 July 2020
- ✓ **SEO** Certified | Hubspot Academy | 7 July 2021
- ✓ **Fundamentals of Digital Marketing** | Google Garage | June 2021

## PERSONAL DETAILS

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**Home town:** Kanpur  
**Date of Birth:** 12/12/1997  
**Gender:** Female  
**Nationality:** Indian  
**Marital Status:** Single  
**Languages Known:** English, Hindi, French (Basic)