

ANISHA GUPTA

19 Years | Female |

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Delhi

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EDUCATION			
Name of Course	Year	Institution	Percentage
B.com (Hons)	2023	Hans Raj College, Delhi University	Pursuing
CBSE Class XII	2020	Apeejay School, Delhi	97%, Commerce with Mathematics, Topper in Commerce stream
CBSE Class X	2018	Apeejay School, Delhi	97.8% Topper of School
AWARDS AND RECOGNITION			
<ul style="list-style-type: none">Achievers award for excellence in academics for 5 consecutive years.Scholarship Holder of RS 30000 for consistent meritorious performance for 5 consecutive years.International Commerce Olympiad ICAI ZONAL Rank holder. Among top 30 holders in Business Conclave.Merit certificate holder in Commerce by Commerce teacher foundation (CTF).International Economics Olympiad holder.			
INTERNSHIPS			
Consultant Intern – The Start Up Scholar			Apr’21 - May’21
<ul style="list-style-type: none">Assisted the team in finding and connecting with various projects for the company. Learned about the working of freelancer and connected with 20+ projects of pitch deck , website development , startup and business consulting.Worked in various profiles of digital marketing, data analytics , upwork and project management.			
Marketing Intern –International Model United Nations			Mar’21 - Apr’20
<ul style="list-style-type: none">Devised and formulated marketing strategies for its expansion.Assisted the team in generating 100+ leads and marketing of its events.			
POSITIONS OF RESPONSIBILITY			
Academics and Marketing Department – SPARC, The Finance Society			Jan’21 - Present
<ul style="list-style-type: none">Orchestrated and devised marketing strategies for our events & competitions- generating a reach of 10K+ students; invited various organisations and collaborated with 20+ societies, augmented SPARC’s Instagram page & managed to get 500+ followers in one year.Organised the major finance event – VENTURE WITTED and SYMPHONY which witnessed a participation of over 500 students.Started its Campus Ambassador Program which received enthusiastic participation from over 200 students and guided the team.Enthusiastically contributed new ideas like podcast series etc which helped in its expansion.Wrote and prepared content for the Compiler in relation to Finance newsletter which gained massive reach.			
Creative Department – NEENV, The HRD Cell			Jan’21 - Present
<ul style="list-style-type: none">Formulated various strategies and contributed new ideas for its events and HR conclave.Designed the posters and ideated upon its marketing.			
Research and editorial Department – Markus, The Marketing Society			Jan’21 - Present
<ul style="list-style-type: none">Researched upon diverse fields, prepared and formulated content for the posts.Worked with the team and ideated upon the Marketing event – Markudo -Mark your Move which witnessed a participation of over 600 students.Drafted upon diverse field of content like Moment marketing, Comparative Advertising, behind the schemes etc.Interned in the Marketing Bootcamp Virtual Experience at QUOLLAB.Ideated upon various marketing techniques and projects.			
Prefect- Student Council			2018 - 2020
<ul style="list-style-type: none">Headed upon the management of work during Annual Fests and events. Coordinated between students and authority leading the team and guiding them about their duties.As an EDITOR of ZENITH Magazine wrote various articles.			
Peer counsellor- Student Council			2017 - 2020
<ul style="list-style-type: none">Motivated and guided peers on personal and academic problems .			
EXTRA-CURRICULAR ACTIVITIES AND ACHIEVEMENTS			
Initiatives	<ul style="list-style-type: none">A literacy drive in which taught poor and illiterate children and assisted their basic requirements.Sobharat, national sports federation that organises sports activities for people with intellectual disabilities.		
Connecting Dreams Foundation – Hansraj College	<ul style="list-style-type: none">Worked in Social Department of the cell.Worked for Project Awaaz and CIGDROP- which aims to sensitize people about sign language for upliftment of deaf and dumb community. Also CIGDROP bins were set up to minimize cigarette litter.		
Skills & Interests	<ul style="list-style-type: none">Skills: Microsoft Office (Excel, Powerpoint) ,Tally ERP, Leadership, Communication, TeamworkInterests: Sketching and paintingLanguages: Hindi, English		