



CONTACT

Address
Ajeet Singh Nagar, Saharanpur,
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guptakanika2526@gmail.com

PROFILE

Mother's Name: Mrs. Rina Gupta

Father's Name: Mr. Mukesh Kumar Gupta

DOB: 25/01/1999

SKILLS

Microsoft Powerpoint

Microsoft Excel

SQL

Communication Skills

Power BI

Digital Marketing Skills

Google Ads

C language

Analytical Skills

Flexible & Adaptive

HTML

INTEREST

Sketching

Digital Painting

LANGUAGE

English

Hindi

PROFILE

Reliable employee with an experience of 1 year, in a digital marketing company that values creativity and innovation. I am looking forward to exploring new fields with your organization that offers opportunities for career growth and development.

EXPERIENCE

Icubeswire **02/2022 -Present**
Assistant Manager

- Campaign Delivery
- Developing and introducing media plans to the agencies and clients while imparting a complete knowledge of branding practices.
- Regularly following up with the client & affiliates pertaining to Payout discussion, Campaign Execution, Campaign Approval & Optimization and Campaign Validation
- Analysing reports using advanced Excel
- Timely Validating client's validation
- Maintaining priorities

EDUCATION

Master of Business Administration (Marketing & Business Analytics) 8.35 SGPA	2022
Graphic Era Deemed to be University	
B.Sc. (H) Mathematics, 9.2 SGPA	2020
Graphic Era Hill University	
Class XII, 79.8%	2017
St. Mary's Academy	
Class X, 87.4%	2015

Internships

● Future Retail Limited- Big Bazaar

i. Project Title- Developing Deeper Understanding of Modern Retail Marketing Operations at Future Retail Limited's Dehradun Big Bazaar Retail Store.

ii. Key Learning-

- We got to know about the operational working of an organization & different marketing strategies used by Big Bazaar.
- Consumer Behavior was also the part of internship where we had to communicate with customers regarding their experience of shopping at Big Bazaar. Creating customers insights & visualizations.

● Yunity.in

i. Project Title- Social Media Marketer

ii. Key Learning- Sales & Marketing

- Generated Leads for the organization to purchase the courses & become the member of the organization.
- Marketing & promoting the organization on social media.

Certifications

- The Fundamentals of Digital Marketing (Google digital Garage)
- C Programming for Beginners- Master the C Language (Udemy)
- Content Creation, Curation and Marketing Course (Yunity.in)
- National Service Scheme (NSS) ('B' level Certified)

Extra Curricular Activities

- Blogging competition, 2018 (Secured 6th position at the college)
- Volunteer at Blood Donation Camp organized by Shri Mahant Indresh Hospital
- Maths π -rates, 2017
- Puzzle Attack, 2017