Mehak Gupta

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EDUCATION

Bachelor of Business Administration, Maharaja Surajmal Institute, May'20	CGPA – 8.9
CBSE - XII	88%
CBSE - X	CGPA – 9.2

CAREER SNAPSHOT

➢ **Marketing Analyst at Clocr Inc** **Jul,23 - YTD**
- Managed daily marketing operations for our SaaS based GenAI product, including social media, SEO research and analytics.
- Executed impactful social media campaigns, increasing brand awareness by 546.43%.
- Implemented Google Analytics and Microsoft Clarity, improving user exploration funnels and website insights.
- Conducted market research, developed presentations and created engagement plans, achieving the highest webinar attendance in company history.
- Executed Product Hunt campaigns, securing 2nd position through strategic content, postings, and automations(Zapier and LN helper)
- Handled B2B client and vendor meetings, proficiently using Zoho CRM for lead management, client onboarding, and conversions.
- Utilized tools such as Apollo, IONOS, Beehiiv, Instantly, and MailChimp for email marketing.
- Managed Google Ads and Facebook Ads at a beginner level. Created ChatGPT Agents using OpenAI, specializing in prompt engineering.

➢ **Senior Decision Analytics Associate at ZS Associates** **Oct,20 - Mar,23**
- Worked on Data Strategy & Operations project - performed data analysis, research and data cleaning by defining business rules in the inhouse MDM and on Salesforce G360 platform as a SME
- Conducted User Acceptance Testing (UAT) and provided respective stakeholder documentation using Confluence.
- Onboarded clients, managed junior associates, and prepared executive presentations
- Conducted exploratory data analysis, leveraging visualization techniques for insights, while also managing project reports, and addressing client inquiries through strategic data investigations.
- Built workflows to automate recurring processes using Knime software reducing the delivery time by 80%
- Well versed with Advanced Excel, Powerpoint, MS Word, Tableau and have worked on SQL, Confluence, AWS Athena and Knime

INTERNSHIPS & TRAININGS

➢ **Tableau A-Z : Hands-on training for Data Science** **June,23**
Skilled in creating visualizations, analyzing time series data, and communicating insights through dashboards. Experienced in data blending, joins, and aggregation.

➢ **Talent Acquisition at Mirus Solution** **Jun,19 - Aug,19**
- Managed internal hiring for Finance, PHP Developer, and Associate Consultant roles over an 8-week training period, utilizing portals such as Naukri and LinkedIn for candidate sourcing.
- Pitched and persuaded suitable candidates for roles, conducted telephone interviews, screened candidates, analyzed the recruitment and selection process, and designed recruitment programs.

➢ **Data Driven Decision Making: PwC Approach.** **June,19**
Examined the role of data and analytics in business decision-making, including big data impact, tools used in the D&A framework, and the importance of visualization.

➢ **Summer intern at Jammu & Kashmir Bank** **May,17-July,17**
- Learnt about finacle software providing universal digital banking functionality to banks
- Assisted in account opening process, daily banking operations and facilitation of banking products for users

➢ **Tax Training Course (GST)** **Feb,16**
Enrolled in a central government taxation course covering GST changes, including policy introductions and methods to ascertain monetary movement through taxation.

ACTIVITIES

- Member of Prakriti - Environmental Society of MSIT, Content Writer. Also, participated in organizing annual fest - ENVA
- Member of Humans of MSIT : Conducted Interviews and main page for Humans of MSIT

TOOLS & SKILLS

- **Data Analysis**: Advanced Excel, Tableau, SQL, AWS Athena, Knime
- **Presentation and Documentation**: MS Word, Powerpoint, Confluence, Notion
- **Analytics**: Google Analytics, Microsoft Clarity
- **CRM**: Salesforce, Zoho CRM
- **Marketing and Ads**: Google Ads, Facebook Ads (Beginner), Semrush, Sitechecker
- **Email Marketing:** Apollo, IONOS, Beehiiv, Instantly, MailChimp
- **Automation**: Zapier, LinkedIn Helper
- **Other Skills**: Stewardship, Research, UAT, OpenAI Prompt Engineering, Implementing ChatGPT Agents
- **Core Competencies**: Problem Solving, Client Management, Project Management and Interpersonal Skills