



TANYA GUPTA

SPECIALIZATION: MARKETING

CONTACT

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KEY PROJECTS UNDERTAKEN

Delcure Lifesciences Ltd. **02nd March 2020- 07th March 2020**

- Marketing Research activity: Primary Data collection, Building brand awareness
- Extracting information, Getting in touch with different demeanor of chemists, Relevant information on Competitor's products

HouseItt

Brand Associate

27th July 2020- 03rd August 2020

- Brand engagement, digital visibility on social media platforms
- Brand makes use of various social media platforms to be visible and generate leads

EDUCATION

COURSE & NAME OF INSTITUTE	YEAR	UNIVERSITY/ BOARD	%
Post Graduate Diploma in Management (Due) Chetana's Institute of Management and Research	2021	A.I.C.T.E	71 (1st Year)
B.com (Hons.) Advance College Of Science And Commerce	2018	Vikram University	73.94
HSC Stanford International School	2015	CBSE	73.40
SSC Stanford International Girls School	2013	CBSE	74.10

ADDITIONAL QUALIFICATION

- Email Marketing
- Understanding Hashtags
- Amongst top 50 in Snackathon: Case study competition

INTERNSHIP

SIMAPT LLP

02nd May 2020- 12nd July 2020

- Secondary Research, Primary research, Frame TG personas, Product benchmarking, Role play session, and developing Product Launch strategies
- Calculative and rational assumptions, Direct or indirect searches, Networking & LinkedIn, Framing own courses, Deliver & Promotion, and Tricks & trade of the Product Launch

EXTRA-CURRICULAR ACTIVITIES / EVENT PARTICIPATION

- Attended a workshop on the theme of marketing and leadership called "Utsaha" in IIM, Indore
- Attended a webinar on Bridging the campus corporate gap: leveraging SIP and Live projects
- Volunteered for Swachata Hi Seva 2019 campaign, a Beach Cleaning Drive Organized by Tata Technologies and Tata Sons
- Envision- Research Paper Competition

ACHIEVEMENTS AND AWARDS

- Letters published in the newspaper : The Hitavada and FreePress

Britannia Industries Ltd.

GT Intern

11th January 2021- 13th February 2021

- Market share of Britannia & Dominance of Britannia as Compared to others
- Ensure geo- tagging of new Outlets, Drive GTM & Cheese in new & old outlets respectively in bid to achieve targets
- Sales acumen, Power of Persuasion

IT KNOWLEDGE:

Proficient in MS Office

LANGUAGES KNOWN:

English, Hindi

