Tannu Gupta

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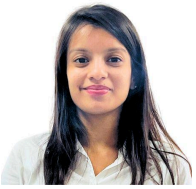

Educational Qualifications

Course	College, University, Location	CGPA / %	YOP
MBA	Delhi School Of Business, VIPS, Delhi	7.80	2025
B.Com. (Hons)	SIMS, IP University, Delhi	90.9%	2023
XII, CBSE	Saint Giri Sr. Secondary School, Delhi	71.6%	2020
X, CBSE	Saint Giri Sr. Secondary School, Delhi	81.6%	2018

PGDM Summer Internship

Finwise Services Pvt. Ltd. **Finance Intern** **May '24 - June '24**

- Gained **hands-on experience in drafting various insurance products**, including health insurance.
- Conducted **in-depth analysis of mutual fund performance** using **key financial ratios and market data**.
- Developed skills in content creation and social media management to **effectively communicate insurance knowledge.**

Graduation Internship

Agile Capital Services **Marketing & HR Intern** **Aug'22 - Sep'22**

- Developed and **implemented marketing strategies** and **managed Excel-based CRM for insurance and other financial products**, increasing **lead generation by 20%** within two months.
- **Designed recruitment strategies** with the consulting division, **achieving 15% faster hiring** timelines.
- Completed extensive training on investment instruments, enhancing product knowledge.

Achievements & Awards

- Secured the Academic Excellence Award for being 1st Ranker in 2nd & 3rd Year of Become Owners out of 80 Students in SIMS-IPU.
- Awarded as 3rd Best Performer in Internship at ACS
- Secured 1st Position in Debate Competition out of 80 Students in SIMS-IPU.
- Secured 2nd Position in ADMAT Advertising Competition out of 50 Students in Management Fest 2022, SIMS-IPU.

Other projects (Live Projects/Academic Projects/Industrial Trainings)

- Conducted a market survey and developed a customer satisfaction report for Hunasa Consumer Ltd. i.e. parent company of Mama Earth and Dermaco.
    - **Engaged with 500 plus consumers** through **social media groups and in-person interviews** to gather insights on product satisfaction and emerging needs.
    - Analyzed survey data to assess **customer satisfaction** and identify market demands, supporting strategic decisions for potential product development.

Extra-Curricular Activities

- Active member of MarkX, the marketing club of DSB.
- Actively participated in intra-college art and debate competition in SIMS-IPU.
- Participated in various cultural events in Saint Giri Sr. Sec. School.

Interests

- Painting, Drawing & Sketching, Content Creation, Dancing