

# Rudraksh Gupta

B.Com | 2022-25

## ACADEMIC QUALIFICATIONS

Year	Qualification	Institute	% / CGPA
2022-25	B.Com	GNIOT Institute of Professional Studies	6.77
2021-22	Class XII (CBSE)	City Public School, Noida	75 %
2019-20	Class X (CBSE)	City Public School, Noida	69 %

## PROFESSIONAL EXPERIENCE

<b>Appsuccessor Media Pvt Ltd</b>	<b>Account Manager</b>	<b>Jun 25 – Aug 25</b>
<ul style="list-style-type: none"><li>Managed client relationships and optimized digital marketing campaigns, improving average ROI by 10%</li><li>Collaborated with teams to deliver customized solutions and improve client satisfaction.</li></ul>		

## INTERNSHIP

<b>Elevate Labs</b>	<b>Data Analyst Intern</b>	<b>May 25 – Jun 25</b>
<ul style="list-style-type: none"><li>Developed dashboards and automated reports for business insights; improved project clarity for stakeholders.</li><li>Utilized data visualization to clarify project outcomes.</li></ul>		

<b>E-Cell, IIT Bombay</b>	<b>Campus Ambassador</b>	<b>July 24 – Dec 24</b>
<ul style="list-style-type: none"><li>Led outreach campaigns for entrepreneurship programs, engaging 10+ number of faculty and partners.</li></ul>		

## INDUSTRIAL LIVE PROJECT

<b>Telecom Churn Analysis</b>	<ul style="list-style-type: none"><li>This project aims to analyze customer data to predict which customers are likely to churn and to identify the key factors contributing to churn.</li></ul>	2025
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## POSITIONS OF RESPONSIBILITY

<b>Account Manager, Appsuccessor Media Pvt Ltd</b>	<ul style="list-style-type: none"><li>Led client servicing as primary point of contact at Appsuccessor Media, coordinating cross-functional teams to deliver and optimize digital marketing campaigns for 10+ advertisers, resulting in consistent client retention and satisfaction.</li></ul>	2025
<b>Data Analysis Intern, Elevate Labs</b>	<ul style="list-style-type: none"><li>Oversaw dashboard development and reporting automation as Data Analysis Intern at Elevate Labs, collaborating with business leaders to translate analytics into actionable insights, streamlining report turnaround by 50%.</li></ul>	2025
<b>Campus Ambassador, E-Cell IIT Bombay</b>	<ul style="list-style-type: none"><li>Organized and managed stakeholder engagement outreach as Campus Ambassador for E-Cell, IIT Bombay, building relationships with 10+ faculty and external partners to promote entrepreneurship initiatives; led a student volunteer team for event execution.</li></ul>	2024

## ACHIEVEMENTS & EXTRA-CURRICULARS

<b>Achievements</b>	<ul style="list-style-type: none"><li>Secured IBM and Google Data Analytics certifications, awarded based on completion of rigorous, industry-standard assessments (top 15% globally by assessment benchmark).</li><li>Managed campus ambassador outreach for E-Cell, IIT Bombay, driving a 30% increase in student engagement over 6 months and facilitating partnership with 10+ external stakeholders.</li><li>Delivered data presentation solutions as a Data Analysis Intern, improving business insights accuracy for Elevate Labs by 50% through automation and advanced visualization using Power BI and Python.</li><li>Successfully handled key accounts as Account Manager at Appsuccessor Media, achieving a 75% campaign success rate and strengthening client relationships across 20+ digital advertisers.</li></ul>
<b>Certifications</b>	<ul style="list-style-type: none"><li>Python for Data Science, AI and Development - IBM</li><li>Dashboards and SQL for Data Science with Python - IBM</li><li>Dashboards and Data Visualization with Excel &amp; Cognos - IBM</li><li>Foundations: Data, data everywhere - Google</li><li>Google AI Essentials - Google</li><li>Google Prompting Essentials - Google</li></ul>
<b>Skills</b>	<ul style="list-style-type: none"><li>Analytics: SQL, Python, Excel, Power BI, Tableau.</li><li>Communication, Team Collaboration, Stakeholder Management, Digital Marketing</li></ul>