

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			
Appsuccessor Media Pvt Ltd		Account Manager	Jun 25 – Aug 25
<ul style="list-style-type: none">Managed client relationships and optimized digital marketing campaigns, improving average ROI by 10%Collaborated with teams to deliver customized solutions and improve client satisfaction.			
INTERNSHIP			
Elevate Labs		Data Analyst Intern	May 25 – Jun 25
<ul style="list-style-type: none">Developed dashboards and automated reports for business insights; improved project clarity for stakeholders.Utilized data visualization to clarify project outcomes.			
E-Cell, IIT Bombay		Campus Ambassador	July 24 – Dec 24
<ul style="list-style-type: none">Led outreach campaigns for entrepreneurship programs, engaging 10+ number of faculty and partners.			
INDUSTRIAL LIVE PROJECT			
Telecom Churn Analysis		<ul style="list-style-type: none">This project aims to analyze customer data to predict which customers are likely to churn and to identify the key factors contributing to churn.	2025
POSITIONS OF RESPONSIBILITY			
Account Manager, Appsuccessor Media Pvt Ltd		<ul style="list-style-type: none">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.	2025
Data Analysis Intern, Elevate Labs		<ul style="list-style-type: none">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%.	2025
Campus Ambassador, E-Cell IIT Bombay		<ul style="list-style-type: none">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.	2024
ACHIEVEMENTS & EXTRA-CURRICULARS			
Achievements		<ul style="list-style-type: none">Secured IBM and Google Data Analytics certifications, awarded based on completion of rigorous, industry-standard assessments (top 15% globally by assessment benchmark).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.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.Successfully handled key accounts as Account Manager at Appsuccessor Media, achieving a 75% campaign success rate and strengthening client relationships across 20+ digital advertisers.	
Certifications		<ul style="list-style-type: none">Python for Data Science, AI and Development - IBMDashboards and SQL for Data Science with Python - IBMDashboards and Data Visualization with Excel & Cognos - IBMFoundations: Data, data everywhere - GoogleGoogle AI Essentials - GoogleGoogle Prompting Essentials - Google	
Skills		<ul style="list-style-type: none">Analytics: SQL, Python, Excel, Power BI, Tableau.Communication, Team Collaboration, Stakeholder Management, Digital Marketing	