

# AISHNA GUPTA

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## PROFESSIONAL SUMMARY

MBA candidate specializing in Marketing and Finance with hands on knowledge of equity research, and corporate finance concepts. Skilled in market research, digital marketing, and consumer behavior analysis. Proficient in Advance MS Excel, preparing reports, delivering presentations & Public Speaking.

## EDUCATION

- **MBA:** Finance and Marketing (Pursuing), AKTU, Lucknow
- **BBA,** CSJM University, Kanpur - 70%

## WORK EXPERIENCE

- **APAC IT Recruiter, IIT Matrix (Jul 2022 - Jul 2023)**  
Managed IT recruitment across APAC region using Naukri, Monster & LinkedIn.
- **BDT, Planet Spark (May -Jun 2022)**  
Led sales demos and client pitching activities.
- **Sales& HR Intern, MyCaptain (Dec 2020 - Jan2021)**  
Promoted courses and engaged with student leads.

## CERTIFICATIONS

- Digital Marketing - Google Digital Unlocked(2021)
- DigitalMarketing- University of Illinois, Coursera (2021)
- Business Analysis and process Management , Coursera (2025)

## SKILLS

MS Office | LinkedIn X Ray| Naukri | Monster Asia and US | Power BI (Basic) | ZOHO CRM | Google Suite|

R studio (Basic)

## ACHIEVEMENTS AND EVENTS

- Winner/Runner-up, Ignitia 2025 @ PSIT Kanpur (2025)
- MUN Delegate (UN Women), G20 Global Summit
- Participant, IIT-K Prabandhan 2025: Management fest & ICRACCIT (2025)

## PROJECTS

- Lead Member-Orchestrated a project named “**Bag to Life**”, focusing on sustainability and consumer luggage category. (2024)
- Member – **Walk Volts:** Coordinated tasks, managed timelines, and presented the prototype at inter department level during SPH Hackathon, PSIT, Kanpur (2025).
- Data Analytics Job Simulation, Delloite (2025)