

Reeva Gupta

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PROFILE SUMMARY

Detail-oriented PGDM student with hands-on experience in statutory audit and analysis. Skilled in reviewing data, maintaining documentation accuracy, and supporting risk-related decision-making. Looking to build a career in AML/KYC operations to contribute to regulatory compliance and financial crime prevention.

EDUCATION

- PGDM (AICTE Approved), Maharaja Agrasen Business School (MABS), 3.31 CGPA 2024-2026
- B. Com (Prog.), Swami Shraddhanand College, University of Delhi, 8.045 CGPA, 2020-2023
- XII (CBSE), St Cecilia's Public School, Delhi, 84.4%, 2020
- X (CBSE), Muni International School, Delhi, 85.6%, 2018

INTERNSHIPS

Gupta Vigg & Co. | Delhi

Finance Intern | May 2025 – July 2025

- Assisted in statutory audits of 5 companies, including a listed entity, across diverse sectors.
- Contributed to financial analysis, compliance checks, and audit reporting to support accurate decision-making.
- Developed practical exposure to auditing processes, financial statements, and risk assessment.

Laughter Guru Ventures Private Limited

Business Development Associate | April 2022

- Worked on designing work plan activities for campaign with the organization and ensured effective implementation of work plan.
- Utilized promotional techniques to drive course sales of around 10k-15k.
- Engaged with potential customers to generate leads and conversions through targeted outreach.

Tutedude

Campus Ambassador | Aug 2021 – Sep 2021

- Managed and promoted the Tutedude's courses on various social media platforms, increasing brand awareness and audience engagement through strategic content creation and online campaigns.
- Built and nurtured relationships with students and faculty members to enhance brand credibility and maximize outreach efforts.
- Organized campus events and seminars to enhance product visibility and student participation.

ACADEMIC PROJECTS

Stock Market Analysis and Trading Strategies: A Data-Driven Approach

January 2025

- Conducted an in-depth study on stock market dynamics and trading strategies.
- Applied fundamental and technical analysis to evaluate stock performance.
- Identified bullish and bearish trends through data-driven insights and analysed risk management techniques and their impact on investment decisions.

Social Media Engagement and Trend Analysis

September 2024

- Analysed Facebook, Instagram, LinkedIn, and Twitter data over 52 weeks, tracking key metrics like post reach, engagement rate, response rate, and likes.
- Utilized Excel for data processing, visualization, and created an interactive dashboard to identify performance trends.
- Presented key insights and recommendations in a structured report to enhance social media strategy.

Optimizing Spotify Performance through Data

October 2024

- Analysed Spotify's data using Excel and SQL to identify trends, performance metrics, and user engagement patterns.
- Processed and visualized data to derive actionable insights for optimizing platform performance and user experience.
- Compiled findings into a structured presentation, effectively showcasing key analytical outcomes.

SKILLS & TOOLS

Technical Skills: MS Excel | MS PowerPoint | My SQL | Tally Prime | Financial Modelling

Soft Skills: Communication | Problem- Solving | Adaptability | Decision Making | Leadership

EXTRA-CURRICULAR ACTIVITIES AND ACHIEVEMENTS

Member, Corporate Resource Centre (CRC) at Maharaja Agrasen Business School (MABS) & Business Analytics Club at MABS

Joint Secretary, FINवित्त | Finance Club of MABS

National Finalist Position in Headhunters (HR case study competition), IIM Indore, 2024.

Project Head, Enactus SSNC at Swami Shraddhanand College, DU (June 2022 – July 2023)