

SHRUTI GUPTA

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EDUCATION

Paris School of Economics(PSE) & Ecole des Ponts ParisTech (ENPC), Paris, France

Master of Science in Sustainable Impact Analysis

2023-Present

(Relevant courses: Econometrics and Data Analysis, Investment Decisions, Finance, Risk, Disruptive Business Models, Innovation & Intangible Asset Evaluation, Organizational and Managerial Practices, Cost-Benefit Analysis)

Lady Shri Ram College for Women (LSR), University of Delhi, India

Bachelor of Arts in Economics (Honors) | CGPA: 7.7/10.0 (First Division)

2017-2020

Somerville School, Noida, India

Class XII, CBSE - Commerce with Mathematics | Percentage: 93%

2017

Class X CBSE | CGPA: 9.6/10.0

2015

WORK EXPERIENCE

Lalit Advertising and Marketing Co., Noida - a Printing/Outdoor Branding Service Provider

August 2022-July 2023

Assistant Project Manager

- Delivered top-tier branding solutions and managed projects to **elevate brand identity**, specializing in **outdoor signage** and **unique point-of-purchase displays** for major events exhibitions, retail brands, restaurants and corporate clients.
- Offering (**Digital-Out-of-Home**) **DOOH advertising solutions** to the public and private sectors and collaborating with governmental organizations to ensure adherence to media rights regulations at my family-run business firm.

InMobi Technology Services Private Limited, Bangalore - an AdTech Company

August 2020-July 2022

Business Analyst - Programmatic Buying Analyst

- Created and **executed strategic CPC, CPM, CPV, CPL, CPCV, CPI & CPA brand marketing solutions** for global advertisers valued at \$XX million on Programmatic Platforms, focused on EMEA and APAC markets.
- Led end-to-end **campaign strategy planning, execution, continuous optimization & post-campaign analysis** to generate valuable **data insights**, resulting in upselling opportunities and improving **CTR, VTR, Reach, Retention & Conversion** rate
- Liaised with **Sales** to prepare **RFPs** and partnered with **Product & Solution Engineering teams** to enhance the programmatic platform. Translated insights into actionable flight plans, driving impactful results.

Credenc Web Technologies Private Limited, New Delhi- a Fintech Company

May 2018-July 2018

Business Development Summer Intern

- Collaborated cross-functionally** with business development, operations, product, and graphic design teams.
- Established relationships with **educational institutions** nationwide, resulting in the signing of the Memorandum of Understanding (MOU) with Credenc; designed e-mailers and website banners.

ACADEMIC ACHIEVEMENTS AND AWARDS

Merit Certificate for securing **100% in Economics** in CBSE Class 12th examination.

2017

Awarded Excellence in Academics - **Rank Holder** (1st) in Class 11th, commerce department

2016

Awarded Certificate of Merit in **International Commerce Olympiad** conducted by CTF

2015

PROJECTS

Comparative Analysis of Tuberculosis Incidence Across Different Nations (Software: gretl)

2018-2019

Term Project: Determine the impact of GDP per capita, public health expenditure and sanitation facilities on TB incidence. The econometric methodology used is the **ordinary least squares (OLS)** method under the **classical linear regression** model.

SKILLS/ INTERESTS

- Skills:** Microsoft Office, Stata, gretl, Python, R, Adobe Photoshop, Statistics, Business Analytics, Tableau, Microsoft Power BI, Online Advertising, Marketing Strategy, Cross-functional Problem Solving, Technical Account Management, Client Relations
- Senior Diploma in Fine Arts** From Prayag Sangeet Samiti completion of 5 levels of exams. (Awarded Distinction) 2011-16
- Lawn Tennis
- Languages Known:** **English** (Native level proficiency), **Hindi** (Native level proficiency) and **French** (Learning)

EXTRACURRICULAR/ VOLUNTEER

Certification on EV Charging Station, Ministry of Small Medium Scale Enterprise, Gov. of India

2020

Head, Food Fest Team Tarang (Annual Cultural Fest), LSR Delhi(Headed 50+ students: Raised ₹13lakhs)

2019-2020

Associate Member, HIVE - The Fine Arts Society, LSR Delhi (Organized 20+ exhibitions)

2017-2020

Senior Associate, The Entrepreneurship Cell, LSR Delhi (Led Project Kausal mentored by Ankur Warikoo)

2017-2020

Volunteer, Koshish NGO Teaching Not-for-Profit Organization, National Service Scheme, India

2017-2018

Volunteer, United Nations Young ChangeMakers Conclave with Justin Trudeau Canada's PM, Delhi

2018

Tutor, STEM disciplines for high school students

2018