Prerna Gupta



21	Female	IMNU	Majors –	Finance	Minors –	• Marketing
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ACADEMIC ACHIEVEMENTS								
MBA	2023-2025	Institute of Management, Nirma University						
BBA	2020-2023	Institute of Management, Nirma University	72.50 %					
XII CBSE	2019-2020	Sri Sri Ravishankar Vidya Mandir, Ahmedabad	91.20 %					
X CBSE	2017-2018	Sri Sri Ravishankar Vidya Mandir, Ahmedabad	80.60 %					
Completed a course in Equity Valuation certified by Bloomberg								
INTERNSHIPS								
Human Resource I	ntern Fortune	Fortune Select SG highway, ITC Group, AhmedabadApr 2023 – Jun 2023						
Worked as a Human resource intern • Efficiently managed and updated weekly training calendars and notice boards, ensuring accurate scheduling and display of platinum standards • Streamlined the onboarding process for new employees, handling paperwork, property tours, and security procedures, while maintaining meticulous documentation • Recorded and calculated employee attendance and leaves, minimizing salary deductions and ensuring accurate HR records • Supported various administrative tasks, including event coordination, compliance with HR regulations, and document management, contributing to smooth organizational operations Marketing and Research Intern Web Chanakya Private Ltd, Ahmedabad May 2022 – Jun 2022 • Conducted research on different client projects • Generated creative and data-driven advertising ideas and strategies, aligning with client requirements. Alongside contributed in Content Writing • Tracked bashte treade, contributed in Content Writing • Tracked bashte treade, contributed in gratia strategies, aligning with client								
		Tracked hashtag trends, contributing to client social media strategies. Also handling social media accounts of clients generating captions						
Research Intern		Sukrut Charitable Trust	Jun 2021 – Jul 2021					
Worked under Sukrut Basic Learning Project	adduces the second superior and superior distailed seconds continues							
EXTRA CURRICULAR ACHIEVEMENTS								
Quizzes	 Secured 3rd position in 'It's All In It'(Media Knowledge and Marketing Skillset competition) conducted by Media Committee in Genesis IMNU in 2023 							