

NAINA GUPTA

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PROFESSIONAL SUMMARY

Ambitious MBA student with a strong foundation in marketing and a focused interest in finance, seeking to apply analytical skills and strategic mindset within the finance sector. Proven ability to deliver data-driven insights in fast-paced financial environments, with expertise in financial modelling, reporting, and market trend analysis. Skilled in problem-solving and decision-making, and eager to transition into finance to leverage transferable skills for impactful results and business growth.

SKILLS

- Strong Organizational Skills
- Time Management Skills
- Exceptional Communication Skills
- Investment Analysis
- SQL
- Power BI
- Tableau
- Financial Reporting
- Microsoft Excel
- Stock market
- Financial Modeling
- Handling Financial documents

EDUCATION

| Qualification | Institute | CGPA/% | Year |
|--|---|-----------|------|
| Masters in Business Administration (MBA) | IILM University , Gurugram (completing in Jan 2025) | 7.29 CGPA | 2025 |
| Bachelor of Commerce | Mata Sundri College For Women , University of Delhi | 7.5 CGPA | 2022 |
| XII, CBSE | Uttam School for Girls , Ghaziabad | 89% | 2019 |
| X, CBSE | Uttam School for Girls , Ghaziabad | 8.4 CGPA | 2017 |

WORK EXPERIENCE

➤ **Fundsroom (April 2024 to June 2024)**
Financial Analyst (Summer Internship)

- Performed detailed financial analysis to identify and evaluate changes in operations, trends, and potential areas for improvement.
- Supported strategic decision-making through comprehensive market trend analysis, driving data-driven insights.
- Developed financial strategies to optimize portfolio performance and minimize risk exposure.
- Analyzed complex financial data sets and provided actionable recommendations for portfolio adjustments and new investment strategies.
- Monitored stock market performance to identify trends and anticipate future movements, informing investment decisions for clients and the firm.

➤ **Mobavenue Media (January 2023 to April 2023)**

Sales Executive

- Partnered with international brands to prepare proposals, presentations, and pitch decks for client meetings, securing successful business deals.
- Assisted the business development team in lead generation activities, including cold calling, email campaigns, and networking events, resulting in qualified leads.
- Created and implemented sales strategies to acquire new clients and expand the company's client base in the performance marketing sector.
- Managed accurate and up-to-date records of sales activities, client interactions, and pipeline using CRM software, enhancing communication and coordination within the sales team.
- Designed and executed reporting processes to efficiently track key performance indicators, optimizing sales insights and performance analysis.

➤ **Vplak (August 2021 to September 2021)**

Business Development Intern

- Delivered tailored product demonstrations that highlighted benefits, features, and the unique value proposition, aligning with client-specific requirements and industry trends.
- Analyzed customer pain points and provided solutions-driven insights, boosting customer satisfaction and enhancing product alignment with market expectations.
- Collaborated with cross-functional teams to ensure seamless communication and align strategies to meet and exceed client expectations.
- Managed customer complaints and facilitated negotiations, resolving issues and reaching mutually beneficial outcomes.

CERTIFICATIONS

- Digital Marketing from Google - SEO, SMM, PPC, implementing sales and distribution strategies
- Tally ERP9 - accounting fundamentals, financial reporting, taxation
- Microsoft Excel from Udemy - basics and formulas of excel
- National Stock Exchange (NSE) - stock market, investment analysis, live trading
- Financial Modeling (pursuing) - acquiring knowledge about corporate finance concepts, industry insights