



ARYA GUPTA

BORN: OCTOBER, 2000

ABOUT ME

I am a result-oriented person; who pays close attention to all of the small particulars. I keep an observant eye and a curious mind in all aspects of my life. Humility, Perseverance & Punctuality are the statement virtues of my life.

CONTACT DETAILS

Mobile: 9310212345

Address: Delhi 110092.

Email: gupta.arya13@gmail.com

LinkedIn: @guptaarya13



WORK HISTORY

Marketing Intern

Fusion Limited | July 2021 -Dec 2021

- Running Marketing Campaigns for real estate projects
- Develop tools for company brokers to improve experience of users

Business Development Intern

Mazars India | Dec 2021 - Feb 2022

- Scan and filter potential start-ups that can be connected with different venture capitalists for the right mentorships
- Conducting market analysis and preparing respective reports catering to the client's vision

Marketing Associate

Fusion Limited | March 2022 - Present

- Assuming previous roles in marketing team
- Leading the digital marketing role in the company i.e. handling youtube, linkedin and instagram official handles
- Coordinating with sales team and streamlining the marketing & sales department's goals.

Co-founder (CMO)

Maidaan | April 2022 - Present

- Joined a start-up in the ideation phase as a Growth & Marketing Officer.
- Working on UI/UX to build an interactive and smooth interface
- Organizing Client research and acquisition



ACADEMIC HISTORY

University of Melbourne, Melbourne

Bachelor of Commerce | July 2018 - November 2021

Double Majors in Finance & Management with Second-Class Honours: 70.2%

St. George's College, Mussoorie

High School | March 2014 - April 2018

Commerce with Math & Computer Science: 95% (ISC Board)

Finance Advisor

Stemforgood Foundation (Non-profit) | June 2022 - August 2022

- Building a formal process to manage the cash flow; managing expenditures, budget, and grants.
- Building a dynamic google spreadsheet dashboard to automate the actions of various members of the team.



CERTIFICATIONS

- **Consulting Cohort**, Career Edge (June - August, 2022)
- **Equity Research & Valuations Analyst Trainee Program**, Finocontrol (May-July, 2022)
- **FinTech: Foundations, Payments, and Regulations**, University of Pennsylvania, Wharton (Feb 2022)
- **VBA for Creative Problem Solving**, the University of Colorado Boulder (Jan 2022)
- **Excel Skills for Business: Essentials**, Macquarie University (Jan 2022)
- **Visual Elements of User Interface Design**, California Institute of the Arts (Jan 2022)
- **Construction Project Management**, Columbia University (Jan 2022)



CORE SKILLS

- Client Acquisition through deep homework and soft skills
- Dynamic marketing tweaks and tactics to build a long-term brand image
- Business Model Analysis using DCF Model
- MS Office User with proficiency in VLOOKUP, VSTACK, Macros and Basic VBA
- Dynamic Data Management
- Certified UI/UX Designer in Canva, Basic Knowledge of Adobe Premiere