

ANNIKA GUPTA

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EDUCATION

FLAME UNIVERSITY

Bachelor of Arts in Finance (Major) and Economics (Minor)

Pune, Maharashtra

- Recipient of Merit-Based Scholarship for outstanding academic performance.
- Student Ambassador with Flame Higher Education Counseling Services
- Academic Expertise:** Corporate Finance and accounting, Financial Management, Research Method for managers, Enterprise Risk Analysis and Management, and Financial Markets, Instruments and Institutions

WORK EXPERIENCE

FLAME BRANDING AND COMMUNICATION

Content and Strategy Intern

Pune, Maharashtra

Aug 2024 – Present

- Developed and executed marketing strategies that boosted student engagement by 20%, enhancing brand visibility and outreach
- Authored 10+ blogs on campus life and student achievements, driving a 17% increase in website traffic, strengthening the university's online presence
- Created 35+ high-impact social media captions, contributing to 1/4th follower growth and a 20% rise in engagement, improving digital marketing efficiency

NIRMAAN ORGANISATION

Women Empowerment Branch, Summer Internship

Hyderabad, Telangana

May 2024 – June 2024

- Led 15+ subject workshops, including 60+ mock interviews and 20+ worksheet, improving students' employability, contributing directly to their financial independence
- Collaborated with faculty to design course assessments, Created and distributed cost-effective educational materials (including worksheets), reducing per-student training costs while enhancing learning outcomes
- Analyzed data from 150+ students to identify skill gaps and measure progress, enabling the development of targeted training programs that improved student performance by 20%

WAGEINDICATOR FOUNDATION

Gig Economy, Research Intern

Amsterdam, Netherlands

Sept 2023 – Apr 2024

- Co-developed and maintained a labor conditions database, contributing to data collection, integration of 500+ financial data points on wages, legal protections, and working conditions
- Conducted in-depth analysis of cost-of-living metrics and wage disparities across 10+ countries, uncovering key income gaps that informed strategic financial decisions and utilized large datasets to identify opportunities for optimizing wage structures
- Utilized research insights to advocate for improved regulatory frameworks within the gig economy, aligning labor policies with sustainable economic growth goals and mitigating financial risks in emerging markets

LEADERSHIP ACHIEVEMENTS

HEAD OF WEBSITE, ELLIPSIS CLUB

July 2024 – Present

- Led the redesign of Ellipsis Club's website, driving a 38% increase in user engagement through strategic content optimization and innovative feature implementation

HEAD OF CONTENT, CHESS CLUB

June 2024 – Present

- Developed and curated content for FLAME Chess Club, promoting problem-solving skills and increasing member participation by 60% through targeted communication strategies

MENTOR, PEER MENTORSHIP PROGRAM

June 2024 – Present

- Mentored 10 students, providing personalized guidance on time management, academic goal-setting, and strategies for adjusting to university life, helping them improve their academic performance and overall well-being

CHIEF-EDITOR, HILL SIDE, NEWSPAPER AND JOURNAL

March 2022 – March 2023

- Served as Chief Editor of the school magazine, managing a team of 10+ contributors, overseeing content creation, and ensuring timely publication

AWARDS AND ACCOMPLISHMENTS

- Awarded FLAME University's Prestigious Scholarship for academic excellence.
- Gold medalist in academics, 2022
- Consistently ranked among top 5 students, 2015-20

CERTIFICATES AND TECHNICAL SKILLS

- Time Value of Money – Harvard Business Publishing Education
- Understanding Capital Markets – LinkedIn Learning
- Python & R for Financial Analysis – LinkedIn Learning
- Design Thinking for Business Strategy – LinkedIn Learning

Technical Skills: Financial Analysis | Data Analysis | Risk Assessment | Research & Reporting | Digital Marketing | Python | R | MS Excel