

# Shreya Gagar

Female | 20 Years | 7014146518 | [shreyagagar03@gmail.com](mailto:shreyagagar03@gmail.com)

EDUCATIONAL QUALIFICATIONS				
Course	Year	College/ Institution	Result	Rank
B. Com (Hons.)	2022- 2025	Hansraj College, DU	9.18	-
CBSE (Class XII)	2021-2022	S.Tech I.T School, Bhilwara, Rajasthan	85.40%	1 <sup>st</sup> Rank in School (Commerce)
GSEB (Class X)	2019-2020	Rajasthan Hindi High School, Ahmedabad	69.83%	-
ACADEMIC ACHIEVEMENTS AND AWARDS				
ACADEMIC ACHIEVEMENTS	<ul style="list-style-type: none"><li>Achieved <b>100 percentile</b> in <b>Business Studies</b> and <b>99+percentile</b> in <b>Accountancy</b> and <b>Economics</b> during the <b>Common University Entrance Test (CUET) 2022</b></li><li>Scored <b>98 marks</b> in <b>Economics</b> in <b>Class 12th</b>.</li><li>Scored <b>90+ marks</b> in <b>Business studies</b> and <b>accountancy</b> in <b>Class 12th</b>.</li></ul>			
ACADEMIC PROJECTS	<ul style="list-style-type: none"><li>Successfully led a team of <b>4 members</b> for surveying <b>Research Paper</b> on '<b>The Impact of Influencer Marketing</b>'.</li><li>Cooperatively worked among six members to make a <b>presentation, case study</b> and <b>recent development trends</b> on topic '<b>Balance of Payments</b>'</li></ul>			
CERTIFICATION COURSES	<ul style="list-style-type: none"><li>Pursuing a course on <b>leadership skills</b> provided by <b>IIM Ahmedabad</b></li><li>Pursuing <b>40hrs+</b> course on <b>digital marketing</b> provided by <b>Google</b></li><li>Pursuing a course provided by <b>E-trainer Box</b> on <b>Financial modelling for beginners</b></li><li>Pursuing a course on <b>MS Excel</b> provided by <b>Udemy</b></li></ul>			
INTERNSHIP				
Dabur India Ltd. (Aug 2024- Sept 2024)	<b>Brand Management Intern</b> <ul style="list-style-type: none"><li>Led <b>digital mapping</b> across <b>6+ E-commerce and quick-commerce platforms</b>, collaborating with top advertising firms and vendors to craft <b>tailored content</b> for Dabur Honey.</li><li>Conducted <b>competitor analysis of 10+ major brands</b> and spearheaded <b>market research</b> for the <b>honey-based skincare segment</b>, delivering insights that shaped <b>product launch strategies</b>.</li><li>Partnered with <b>cross-functional teams</b> to implement <b>innovative marketing strategies</b>, optimizing <b>product packaging</b> and <b>promotional materials</b> based on consumer feedback.</li></ul>			
Agora Partners Pvt. Ltd. (Jun 2024- Jul 2024)	<b>Finance Intern</b> <ul style="list-style-type: none"><li><b>Demonstrated advanced analytical and financial expertise</b>, driving the preparation and detailed analysis of <b>5+ financial statements, 3 budgets, and forecasts</b></li><li><b>Spearheaded tax filings</b> for <b>10 clients</b> and <b>audits</b>, compliance with <b>3 regulatory frameworks</b>.</li><li>Conducted <b>financial research and analysis</b> to provide insights for <b>5 key decisions</b>.</li><li><b>Optimized accounting operations</b>, improving efficiency by <b>10%</b> and enhancing financial management.</li></ul>			
Educaptain (Dec 2022- May 2024)	<b>Sales and Marketing Head</b> <ul style="list-style-type: none"><li>Led a team to convert <b>over 1500 inbound and outbound leads</b> through <b>strategic initiatives</b>.</li><li><b>Analyzed market trends</b> to refine <b>marketing efforts</b> and <b>boost engagement and retention</b>.</li><li><b>Developed and implemented personalized sales strategies</b>, increasing <b>conversion rates by 20%</b> and enhancing <b>Leadership, Communication, and Team management skills</b>.</li></ul>			
KNITHEAD FILMS (Aug 2023 – Oct 2023)	<b>Digital Marketing Intern</b> <ul style="list-style-type: none"><li>Conducted research on <b>1000+ leads</b> to drive <b>client portfolio expansion</b>.</li><li>Conducted <b>market analyses</b> to support <b>growth initiatives</b> for <b>10+ on boarded companies</b>.</li><li><b>Collaborated</b> to optimize <b>client marketing strategies</b>, enhancing <b>business performance</b>.</li></ul>			
POSITIONS OF RESPONSIBILITY				
MEMBER (Nov 2022 -Apr 2023)	<b>Hansraj Dramatics Society, Hansraj College</b> <ul style="list-style-type: none"><li>Participated in <b>stage shows and street plays</b>, showcasing <b>public speaking</b> and <b>performance skills</b>.</li><li><b>Collaborated to plan and execute performances</b>, demonstrating <b>teamwork</b> and <b>communication skills</b>.</li><li><b>Volunteered</b> at <b>Éclat 2023</b>, organizing events and strengthening <b>leadership skills</b>.</li></ul>			
MEMBER (Nov 2022- Mar 2023)	<b>TerpsiChorean, Dance Choreography Society, Hansraj College</b> <ul style="list-style-type: none"><li>Participated in <b>various inter-college dance competitions</b>, showcasing <b>choreography</b> and <b>performance skills</b>.</li><li>Worked with team members to create and refine dance routines, showcasing <b>effective teamwork</b> and <b>coordination</b>.</li></ul>			
MEMBER (Nov 2022- Apr 2023)	<b>Women's Development Cell, Hansraj College</b> <ul style="list-style-type: none"><li>Led <b>initiatives and workshops</b> on <b>women's safety, health, and hygiene</b> within the college community.</li><li>Conducted <b>outreach programs</b>, distributing hygiene products and <b>educating women</b> in underserved areas.</li></ul>			
HEAD GIRL (2018- 2019)	<b>Rajasthan Hindi High School, Ahmedabad</b> <ul style="list-style-type: none"><li>Fostering a positive school environment with strong <b>Decision making</b> and <b>organization skills</b>.</li></ul>			
EXTRA CURRICULAR ACHIEVEMENTS				
SOCIAL WORK (Dec 2022 -Present)	<b>Member: Robin Hood Army, Delhi</b> <ul style="list-style-type: none"><li>Organized <b>food drives</b>, distributing <b>nourishment</b> to underprivileged communities and <b>Supporting Mission- Zero Hunger</b>.</li></ul>			
Audit Assignment	<ul style="list-style-type: none"><li>Successfully executed an <b>audit assignment</b> for <b>Sony India Pvt Ltd</b>, conducting <b>Wall2Wall stock verification</b> at the <b>National Parts Centre and Service Centre</b> (Jan 2024).</li></ul>			
COMPETITIONS	<ul style="list-style-type: none"><li>Awarded <b>2nd prize</b> in <b>Maths Olympiad</b> at the school level, <b>10th grade</b></li><li>Secured <b>1st position</b> in a <b>commerce quiz</b> conducted by <b>L2C-NPA</b>, outperforming <b>120+ participants</b></li></ul>			
SKILLS	<ul style="list-style-type: none"><li>Canva</li><li>MS Excel</li><li>MS PowerPoint</li><li>Analytical Research and Thinking</li><li>Multi-Tasking</li><li>Leadership</li><li>Excellent Communication Skills (verbal and written)</li></ul>			