

# Samriti Gupta

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## Education

**VIVEKANAND EDUCATION SOCIETY'S COLLEGE OF ARTS, SCIENCE AND COMMERCE, CHEMBUR, MUMBAI | BACHELOR OF MANAGEMENT STUDIES | 2020 – PRESENT.**

**RAMNIRANJAN JHUNJHUNWALA COLLEGE OF ARTS, COMMERCE, GHATKOPAR, MUMBAI | HSC | 2018-2020.**

**HOLY CROSS HIGH SCHOOL, KURLA, MUMBAI | SSC | 2005-2018.**

## Academic Project

**MARKETING STRATEGY OF NIKE | OCT 2022 – PRESENT.**

- Doing research on Nike's marketing mix, crisis, etc.
- Created survey forms and interacted with Nike's consumers and non-consumers to collect the data of the brand's products and its pricing.

## Skills & Abilities

- Communication
- Public Speaking
- Presentation
- Sales
- Leadership
- Marketing
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Word

## Activities and Interests

- Volunteered for NSS and participated in cultural fest
- Participation in poster making on human rights
- Attended Online training course for organ donation awareness
- Played a role of leadership in group presentations
- Participated in poster making competition
- Participated in slogan competition
- Participated in quiz competition organized by NSS