

# ANWESHA GUPTA

A goal-oriented professional targeting a role a **Data Analyst/Business Analyst/Marketing Analyst**  
Location Preference: **Kolkata/Remote/Open to relocate**

## Profile Summary

- A result-oriented professional eager to make a winning career as a **Data Analyst/Business Analyst/Marketing Analyst**
- Holds a degree in **Mass Communication**
- Working as a **Data Analyst** (Consultant) at **Straive** from Mar 2023
- Worked as a **Business Research Associate** at **Namekart** from Feb 2023 to Mar 2023
- Worked as a Freelance Writer from July 2021-September 2022
- Has experience working with **MS Excel & Google Sheets**
- Ability to **review raw data** and identify **key business insights**
- Has experience in **Lead Generation, Business Research & Cold Email**
- Proficient in **Office 365 & Google Docs**
- Has experience in writing **Blogs, Articles** and **copy for social media**
- Hands on experience in tools like **Canva**
- Has good **Communication Skills**
- Holds certification from **Vh1 for Vh1 Represent Program** for year 2017-2018
- Possess excellent **interpersonal, communication & organizational skills** with capabilities in **team motivation, client relationship management**

## Professional Details

- Working as a **Data Analyst at Straive** from Mar 2023
- Worked as a **Business Research Associate at Namekart** from Feb 2023-Mar 2023
- Worked as a **Freelance Content Writer** from July 2021-September 2022

## Educational Details

- BA (Journalism & Mass Communication) from Amity University, Kolkata in 2020
- 12<sup>th</sup> from Carmel High School, WBCHSE, Kolkata in 2015
- 10<sup>th</sup> from Carmel High School, WBBSE, Kolkata in 2013

## Personal Details

- **Date of Birth:** 09<sup>th</sup> February 1997
- **Languages Known:** Bengali, English, Hindi and German (Basic)
- **Address:** Joyram Nibas, 83, Madurdaha Hussainpur, Kolkata - 700107

## Knowledge Purview

Data Analysis  
Research & Development  
Lead Generation  
Cold Emails  
Data Insights  
Microsoft Excel  
Database Management  
SQL

## Soft Skills

Problem-Solving  
Critical Thinker  
Analytical Skills  
Creative  
Intuitive  
Learner  
Communicator