

## SAGAN AGGARWAL

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### PROFESSIONAL SUMMARY

Results-driven Marketing and Business Management student with hands-on experience in brand strategy, consumer insights, and digital marketing. Skilled in SEO, social media marketing, and market research. Passionate about building data-driven marketing campaigns and optimising brand positioning. Proficient in Google Analytics, Tableau, and Canva.

### EDUCATION

#### NMIMS UNIVERSITY

Bachelor of Business Management (Major- Marketing)  
Current CGPA: 3.63/4.0

Mumbai, India  
Expected Mar 2026

#### Vivek High School

12th Grade (Commerce) - 92 % | 10th Grade- 94.4%

Chandigarh, India  
Apr 2019-Mar 2023

### INTERNSHIP EXPERIENCE

#### Shiva Dairy Pvt. Ltd.

Intern-Marketing

Ambala, India  
Jun 2024-Sep 2024

- Designed and executed a front-page ad campaign in The Times of India, increasing brand recall by 35%.
- Implemented print media marketing strategies, driving a 20% increase in consumer trust and engagement.

#### Ministry of Culture, Govt. of India

Intern-Research

New Delhi, India  
Feb 2025-March 2025

- Analysed consumer trends and optimised outreach, increasing *Incredible India* engagement by 25%.
- Provided data-driven recommendations for experiential marketing, contributing to a 15% increase in global tourist interest.

#### Entrelogy Business School

Campus Ambassador

Pune, India  
March 2025-Present

- Serve as Campus Ambassador for EntreLogy, leading a team of 10 interns to promote its 6-3-2 entrepreneurship program.
- Collaborate with E-Cells across the country to drive student engagement, outreach, and startup ecosystem awareness.

### INITIATIVES AND PROJECTS

#### Fashion Startup (ARTISCART)

Jan 2025

- Conducting market research on consumer behaviour, competitive landscape, and emerging trends.
- Exploring brand positioning and digital marketing strategies for a new-age fashion platform.

#### Research Project: Evaluating the Impact of Disney's Acquisition of 21st Century Fox

Apr 2024

- Evaluated the acquisition using business frameworks, analysing its impact on market share and profitability.
- Applied market research and financial analysis to assess corporate strategy.

### COURSES AND SIMULATIONS

#### Customer Analytics | University of Pennsylvania

- Learned data-driven decision-making and predictive modelling techniques for business insights.

#### Digital Marketing | SKOLAR

- Gained expertise in SEO, social media marketing, and performance analytics.

#### Social Media Marketing | HubSpot Academy

- Developed strategies for brand building, audience engagement, and content marketing.

### INTERNATIONAL EXPOSURE

•LSE Summer School 2024 – Bargaining Power & Negotiation Skills (Grade: B+)

Jun. 2024

•NUS Science Camp – 3rd place in Science Quiz

Dec. 2021

•Exchange Program – Westminster School, USA

Feb. 2019

•Exchange Program – Lycée Guy Mollet, France

Nov. 2018

### LEADERSHIP & ACTIVITIES

- Student Council – NMIMS PDSE & FBM – Led public relations & theatre initiatives.
- Volunteer – Robin Hood Army – Conducted food distribution and donation drives.
- Model United Nations – Developed public speaking, diplomacy, and negotiation skills.
- Participant: World Robotics Olympiad, Mission Discovery by NASA

### ADDITIONAL INFORMATION

- Awards & Recognitions: Man of the Match – U16 National Cricket, Bronze Medal – I.A.Y.P
- Technical Skills: Canva, Scoro, Tableau, Excel, G-Suite, Generative AI, Google AdSense, Meta Ad Suite
- Languages: English, Hindi, French