

# SAGAN AGGARWAL

Mumbai, India | +91 9698600000 | saganaggarwal@gmail.com | [LinkedIn](#) | [Website](#)

## EDUCATION

### Narsee Monjee Institute of Management Studies

Bachelor of Business Administration - Management & Marketing (CGPA - 3.56/4)

### London School of Economics

Summer School - MG209: Bargaining & Negotiation - Grade B+

### Vivek High School

CBSE in Commerce (92%)

Mumbai, India

Graduation: Mar 2026

London, United Kingdom

Jul 2024

Chandigarh, India

Mar 2023

## WORK EXPERIENCE

### Entrelogy Business School ([Link](#))

Head of Internships & Student Programs

• Oversaw a 20-member national intern team and secured collaborations with major E-Cells across India (MIT Manipal, Amity Mumbai, VIT Mumbai, Chandigarh University, and DU), delivering outreach events with 500+ student engagement.

Pune, India

Mar 2025 – Jul 2025

### Ministry of Cultural Affairs, Government of India

Research Intern

• Conducted a research-based evaluation of heritage sites in Northeast India and made recommendations to enhance storytelling, signage, sustainability, and community integration.

New Delhi, India

Feb 2025 – Mar 2025

### The Pink Almirah ([Link](#))

Social Media Intern

• Assessed 25+ weekly posts, informing content calendars and refining themes on craft, process, styling, and new arrivals.

Chandigarh, India

Nov 2024 – Dec 2024

### Ministry of Rural Development, Government of India

Field Intern

• Improved working conditions and livelihood for textile-sector labourers through field observations and secondary research.

New Delhi, India

May 2024

### Shiva Dairy Pvt. Ltd. ([Link](#))

Social Media Intern

• Led the design and execution of a front-page Times of India ad campaign, resulting in a 9% rise in regional sales.

• Deployed targeted print-media strategies that increased consumer engagement by 20%.

Ambala, India

May 2023 – Jun 2023

## LEADERSHIP AND EXTRA-CURRICULAR EXPERIENCE

### Eastern Europe Industry Immersion Program

Delegate Member

• Completed a 10-day immersion, studying cross-cultural business practices and operations at firms like Unicum and Haubis.

Hungary, Austria & Czech Republic

Oct 2025

### Sutradhar – Stories of Fashion Strategy

Founder & Editor

• Run a [LinkedIn newsletter](#) with 1,400+ subscribers on brand positioning, supply chains, consumer psychology, and D2C growth.

Mumbai, India

Jul 2025 – Present

### Robin Hood Army

Volunteer

• Supported food-redistribution (collection, packaging) and book-donation drives across high-need areas.

Mumbai, India

Mar 2025 – Present

### Blaze Inter-College Tournament Champions

Team Captain

• Led the PDSE cricket team to its first Blaze Inter-College Tournament championship; received Player of the Tournament.

Mumbai, India

Mar 2025

## CERTIFICATIONS

### Customer Analytics

University of Pennsylvania

Remote

Dec 2024

### Digital Marketing

SKOLAR

Remote

Oct 2023

## SKILLS AND PUBLICATIONS

**SKILLS:** MS Office (Advanced), Canva (Advanced), Google Analytics, SEO, Branding and Communication

**LANGUAGES:** English (Fluent), Hindi (Native)

**PUBLICATION:** International Journal for Multidisciplinary Research – “To what extent are consumers shifting from established luxury labels to emerging fashion brands, and what factors (price sensitivity, sustainability concerns, digital influence, or identity expression) are driving this transition?” ([Link](#))