



# SAPNA HARJANI

Specialization: Marketing

## CONTACT

PHONE: 8779852720

EMAIL: sapna.harjani20@ies.edu

ADDRESS: 39/2024, Gandhi Nagar,  
Bandra East, Mumbai - 51

DOB: 31 October, 1998

## KEY PROJECTS UNDERTAKEN

### Department of Zoology, RD National College

January 2019

Details : Solid Waste Management Project

### Social Media Marketing in Yoga 365

14 Dec 2020- 14 January 2021

Details: Social Media Marketing and Digital Promotion

### Ocupetal Digital Agency

21 January 2021 - 31 January 2021

Details: Business Development, Lead Generations and Social Media Promotion

### Mars Wringley India

15 January 2021 - 15 February 2021

Details - Field work on Market Research of the product

## POSITION OF RESPONSIBILITY

- Cultural Head of Blowfest event in December 2018 of RD & SH National College
- Technical Head of Fluorescence event in 2019 of RD & SH National College
- Head coordinator of Panel Discussion event in Marketing Club, 2020 of IES MCRC .

## EDUCATION

PGDM IES's Management College and Research Centre, Mumbai	2022	3.56/4 GPA
B.Sc (Chemistry) R.D & S.H National College, Mumbai University	2019	75.14%
HSC R.D & S.H National College, Mumbai University	2016	55%
SSC Cardinal Gracias High School	2013	77%

## ADDITIONAL QUALIFICATION

- Digital Marketing Course from Google Analytics, December 2020
- Consumer Neuromarketing Course from Coursera, December 2020
- Advanced Excel Course from Coursera, May 2021

## INTERNSHIP

### Economic Times (Summer Intern)

Apr '21- Aug '21

**Project Title:** To study the B2B Marketing strategies of Economic Times

## CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- First Prize in Street Play, Parallax festival, Intercollege event of Raheja College, August 2017
- Second Prize in Blowfest Debate competition, National college, December 2018
- Third prize in Blowfest Quiz Competition, National College, December 2018