

# Curriculum Vitae

## Harvi Bajariya

+91 9619908915

harvibajariya@gmail.com

LinkedIn: <http://linkedin.com/in/harvibajariya>

Website: <https://digitalharvibajariya.in>



**CAREER OBJECTIVE:** Enthusiastic and business-minded, aiming to gain hands-on experience in marketing and business management by leveraging my knowledge of commerce, digital marketing, and data analysis to support organizational success and personal development.

### ACADEMIC PROFILE

2027	PGDM (Marketing)	MKES - IMSR, MUMBAI	Pursuing
2026	M.COM (Business Management)	UNIVERSITY OF MUMBAI (IDOL), MUMBAI	Pursuing
2024	B.COM	NAGINDAS KHANDWALA COLLEGE, MUMBAI	9.01/10
2021	HSC	THE BSGD'S JUNIOR COLLEGE, MUMBAI	87.50%
2019	SSC	DR. SARVEPALLI RADHAKRISHNAN VIDYALAYA, MUMBAI	84.80%

### PROJECTS & CERTIFICATIONS

#### Academic Projects

Sep 2025 - Nov 2025

#### Business Statistics: From Lunchbox to Inbox: Zomato & Mumbai Dabbawala Integration

- Analyzed the feasibility of integrating Mumbai Dabbawala's delivery expertise with Zomato's digital platform using quantitative research methods. Applied statistical tools including ANOVA, Correlation, and Regression on data collected from 50+ respondents.
- The study revealed that 68% of participants were willing to pay a premium for Dabbawala-handled deliveries, highlighting increased trust and customer satisfaction.
- Derived data-driven insights supporting the potential for a scalable and reliable hyperlocal delivery model, while collaborating effectively within a 5-member team under academic mentorship.

#### Certifications

- Harvard Business Impact – **Spreadsheet Modeling**
- DGmark Institute – **Advanced Digital Marketing**

### EXTRACURRICULAR ACTIVITIES

#### Leadership & Event Management

- Core Committee Member & Event Coordinator for Navrang: A Raas (Garba Event); organized and managed MPL, BGMI, and Cricket tournaments, ensuring smooth planning, coordination, and execution.
- Executed and participated in CSR activities during MPL, including Project Shakti (menstrual hygiene awareness and pad distribution), blood donation and Thalassemia awareness drives; conceptualized and performed skits on organ trafficking and dowry, leading to event victory.

#### Volunteering & Social Initiatives

- NSS Volunteer and DLLE Student Member, actively involved in community development, social awareness, and skill-development programs promoting social responsibility and professional readiness.

### WORK EXPERIENCE

#### Social Internship

1-15 Dec 2025

#### Marketing Intern - Dr ML Dhawale Memorial Homoeopathic Institute, Palghar

- Conducted a brand perception and patient experience study to assess trust, service quality, and communication effectiveness.
- Analyzed patient feedback and operational touchpoints to identify gaps affecting brand image.
- Presented actionable recommendations to improve patient engagement and institutional branding.

#### Corporate Internship

Nov 2024 - Jan 2025

#### Digital Marketing Intern - DGmark Agency, Mumbai

- Analyzed social media performance metrics and audience insights across multiple client accounts to support targeted, data-driven campaigns.
- Assisted in creating and optimizing engaging visual and written content, contributing to a 20% growth in followers across platforms.
- Supported content calendar planning and engagement strategies, helping improve average engagement rates by 12%.

### TECHNICAL SKILLS

Advanced Digital Marketing | Advanced Excel | Data Analytics | Power BI | Web Development

### PERSONAL DETAILS

DOB: 12<sup>TH</sup> DEC 2003

LANGUAGES: English, Gujarati, Hindi, Marathi

HOBBIES: Baking, Travelling, Editing

ADDRESS: 1103, Keshav Shiv Heights, Pandit Solicitor Road, Malad (E), Mumbai-400097, Maharashtra