

# Harvi Bajariya

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## ACADEMIC PROFILE

PGDM (Marketing)	MIKES - IMSR, MUMBAI	Awaited	2025-2027
M.COM (Business Management)	UNIVERSITY OF MUMBAI (IDOL), MUMBAI	Awaited	2024-2026
B.COM	NAGINDAS KHANDWALA COLLEGE, MUMBAI	9.01/10	2021-2024
HSC	THE BSGD'S JUNIOR COLLEGE, MUMBAI	87.80%	2019-2021
SSC	DR. SARVEPALLI RADHAKRISHNAN VIDYALAYA, MUMBAI	84.80%	2007-2019

## INTERNSHIP EXPERIENCE

DR ML DHAWALE MEMORIAL HOMOEOPATHIC INSTITUTE , PALGHAR, MARKETING INTERN

1-15 DEC 2025

Social Internship	<ul style="list-style-type: none"><li>Conducted a brand perception and patient experience study to assess trust, service quality, and communication effectiveness.</li><li>Analysed patient feedback and operational touchpoints to identify gaps affecting brand image.</li><li>Presented actionable recommendations to improve patient engagement and institutional branding.</li></ul>
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DGMARK AGENCY, DIGITAL MARKETING INTERN

NOV 2024-JAN 2025

Corporate Internship	<ul style="list-style-type: none"><li>Analysed social media performance metrics and audience insights across multiple client accounts to support targeted, data-driven campaigns.</li><li>Assisted in creating and optimizing engaging visual and written content, contributing to a 20% growth in followers across platforms.</li><li>Supported content calendar planning and engagement strategies, helping improve average engagement rates by 12%.</li></ul>
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## PROJECTS

Academic Projects	<ul style="list-style-type: none"><li><b>Tools used:</b> Excel, Power BI, Canva, AI Tools, Google Forms</li><li><b>Business Statistics: From Lunchbox to Inbox: Zomato &amp; Mumbai Dabbawala Integration</b></li><li>Analyzed the feasibility of integrating Mumbai Dabbawala's delivery expertise with Zomato's digital platform using quantitative research methods. Applied statistical tools including Chi-Square, ANOVA, Correlation, and Regression on data collected from 50+ respondents.</li><li>The study revealed that 68% of participants were willing to pay a premium for Dabbawala-handled deliveries, highlighting increased trust and customer satisfaction.</li><li>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.</li></ul>
Live Projects	<ul style="list-style-type: none"><li><b>Tools used:</b> Excel, Power BI, Canva, AI Tools, SEO, SEM, Meta Business Suite, Microsoft Office, SMM</li><li><b>Digital Marketing Strategy Project (Service &amp; Education Sector):</b></li><li>Planned and executed end-to-end digital marketing campaigns across SEO, SEM, and Meta Ads, including market research, audience segmentation, keyword planning, ad creatives, and campaign structuring.</li><li>Monitored and optimized campaign performance using key metrics such as CTR, CPC, reach, engagement, and lead quality to maximize ROI.</li><li>Conducted A/B testing on ad copies, creatives, and targeting parameters to improve campaign effectiveness.</li><li>Generated actionable insights through performance analysis, contributing to consistent engagement growth and lead generation.</li></ul>
Leadership & Extracurricular Activities	<ul style="list-style-type: none"><li><b>Volunteering &amp; Social Initiatives</b></li><li>NSS Volunteer and DLLE Student Member, actively involved in community development, social awareness, and skill-development programs promoting social responsibility and professional readiness.</li><li><b>Leadership &amp; Event Management</b></li><li>Core Committee Member &amp; Event Coordinator for <i>Navrang: A Raas</i>; organized and managed MPL, BGMI, and Cricket tournaments, ensuring smooth planning, coordination, and execution.</li><li><b>Marketing, Sponsorship &amp; CSR Experience</b></li><li>Student Committee Member (Sponsorship, Marketing, Technical &amp; Digital Marketing); supported event promotions, digital outreach, sponsor coordination, and led CSR initiatives including scripting a social awareness skit.</li></ul>

## SKILLS & CERTIFICATIONS

Skills	Advanced Excel, Advanced Data Analytics, Power BI, Tableau, Python, Advanced Digital Marketing, Web Development
Certifications	<ul style="list-style-type: none"><li>Harvard Business Impact – Spreadsheet Modelling, Quantitative Methods, Management Communication, Mathematics for Management, Financial Accounting, Finance</li><li>DGmark Institute – Advanced Digital Marketing</li></ul>

