



Address: 1103, Keshav Shiv Heights, Pandit Solicitor Road, Malad East, Mumbai - 400097

Email Address: harvibajariya@gmail.com / **Phone Number:** 9619908915

LinkedIn Profile: [Harvi Bajariya | LinkedIn](#) **Portfolio:** <https://digitalharvibajariya.in/>

Career Objective: To build a successful career in marketing by applying strong analytical thinking, consumer insights, and creativity. I aim to contribute to organizational growth through market research, brand development, and digital marketing strategies while continuously enhancing my knowledge and practical expertise.

Education:

Post Graduate Diploma in Management (2025-27 Batch) - Pursuing

Specialisation: Marketing

AICTE Approved 2-year Full Time programme

- **Sem 1 CGPA : 9.07 / 10**

Master of Commerce (M.com – Business Management)

University of Mumbai (CDOE), Mumbai Expected May 2026

- **Relevant Coursework:** Marketing Management, Research Methods

Bachelor of Commerce (B.Com)

MKES Khandwala College, Mumbai passed in May 2024

Relevant Coursework: Consumer Behaviour, Advertising, E-Commerce

- **CGPA: 9.01 / 10**

Higher Secondary Education (12th)

MKES Khandwala Junior College, Mumbai passed in May 2021

- **Percentage :- 87.80%**

Secondary School Education (10th)

Dr. Sarvepalli Radhakrishnan International School, Mumbai passed in May 2019

- **Percentage :- 84.80%**

Skills:

- **Technical Skills:** Excel (Pivot Tables, XLOOKUP, Dashboards), Statistical Analysis (Chi-Square, ANOVA, Correlation, Regression), Data Analytics & Market Research, SEO & Performance Marketing, Google Ads & Meta Ads, Built & managed SEO-optimized WordPress website
- **Soft Skills:** Analytical Thinking, Strategic Mindset, Team Collaboration, Leadership, Time Management
- **Languages:** English, Hindi, Gujarati, Marathi

Social Internship Project (1st Dec 2025 to 15th Dec 2025)

Dr. M.L. Dhawale Memorial Homoeopathic Institute, Palghar

Hospital Brand Perception Study: Stakeholder and Patient Insights

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

Work Experience:

DGmark Agency (Internship)

Nov 2024 - Jan 2025

Digital Marketing Intern

- Analysed audience insights and engagement trends across multiple client accounts to optimize digital content strategy.
- Drove 20% follower growth across multi-platform social media accounts by optimizing content strategy using engagement analytics.
- Increased engagement rate by 12% through data-backed audience segmentation and posting optimization.
- Assisted in performance reporting and campaign analytics to support ROI-driven marketing decisions.

Academic Projects :

From Lunchbox to Inbox: An Analytical Study of Zomato Ltd. & Mumbai Tiffin Box Suppliers Association Integration (2025)

- Conducted feasibility analysis of hybrid hyperlocal delivery model
- Applied Chi-square, ANOVA, Regression for consumer trust & pricing analysis
- Derived scalability insights for digital-traditional logistics integration

Achievements:

- Secured 1st Position as a team in the Management Premier League conducted by MKES Institute of Management Studies & Research, showcasing excellence in strategy, coordination, and performance.
- Certified in Advanced Digital Marketing from DGmark Institute, gaining practical knowledge in SEO, social media marketing, performance marketing, and digital strategy implementation.
- Completed Data Analytics Certification (Udemy) covering data visualization and statistical interpretation.
- Certification in New Product Ideation Framework granted by UCSI University, Malaysia, reflecting proficiency in product ideation and innovation frameworks.

Extracurricular Activities:

- **Core Committee Member & Event Coordinator**
Led structured planning and execution of major institutional events including Navrang (Garba), Management Premier League (MPL), College Fest (Converge), BGMI & Cricket Tournaments.
- **CSR & Social Impact Initiatives**
Contributed to Menstrual Hygiene Drive, Blood Donation Camp & Thalassemia Awareness Campaign.
- Conceptualized and scripted a social awareness skit addressing dowry and organ trafficking.
- **NSS Volunteer & DLLE Member**
Participated in beach clean-up drives, COVID-19 vaccination support activities, and public safety awareness campaigns (helmet & seatbelt).