

Harvi Bajariya

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Date of Birth - 12th Dec 2003

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ACADEMIC PROFILE

PGDM (Marketing)	MKES - 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	87.50%	2019-2021
SSC	DR. SARVEPALLI RADHAKRISHNAN VIDYALAYA, MUMBAI	84.80%	2007-2019

INTERNSHIP EXPERIENCE

ITC LIMITED - CIGARETTES DIVISION, SALES INTERN

MAY - JUNE 2026

Corporate Internship	<ul style="list-style-type: none">Executed field visits across retail beats, gaining hands-on exposure to FMCG frontline sales and last-mile distribution within a high-frequency channel.Assessed shelf visibility, stock levels, and competitor presence to generate on-ground market intelligence for the sales team.Developed working knowledge of trade marketing, outlet servicing norms, and distributor-retailer dynamics.
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DR. ML DHAWALE MEMORIAL HOMOEOPATHIC INSTITUTE, PALGHAR, MARKETING INTERN

1ST-15TH DEC 2025

Social Internship	<ul style="list-style-type: none">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.
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DGMARK AGENCY, DIGITAL MARKETING INTERN

NOV 2024 - JAN 2025

Corporate Internship	<ul style="list-style-type: none">Analysed social media performance metrics across multiple client accounts, supporting data-driven campaigns that grew followers by 20%.Created and optimised visual and written content; supported engagement strategy, lifting average engagement rates by 12%.
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PROJECTS

Academic Projects	<p>From Lunchbox to Inbox: Zomato & Mumbai Dabbawala Integration Study Business Statistics</p> <ul style="list-style-type: none">Analysed feasibility of integrating Mumbai Dabbawala's delivery model with Zomato using Chi-Square, ANOVA, Correlation & Regression on 50+ respondents; 68% showed willingness to pay a premium, supporting a scalable hyperlocal delivery model.
Live Projects	<p>Smartphone Consumer Behaviour Study Auraa Brand Consultants</p> <ul style="list-style-type: none">Mapped omnichannel purchase decision drivers using Chi-Square, Regression, ANOVA & Thematic Analysis; identified key POS triggers including EMI offers, trust, and reviews.
	<p>Digital Marketing Strategy Project (Service & Education Sector) DGmark Agency</p> <ul style="list-style-type: none">Planned end-to-end SEO, SEM & Meta Ads campaigns with A/B testing on creatives; monitored CTR, CPC & engagement to maximise ROI.
Leadership & Extracurricular Activities	<ul style="list-style-type: none">Core Committee Member & Event Coordinator - organised Navrang: A Raas and managed MPL, BGMI & Cricket tournaments; handled sponsorship outreach and CSR initiatives including scripting a social awareness skit.NSS Volunteer & DLLE Student Member - contributed to community development, social awareness, and skill-building programs.

SKILLS & CERTIFICATIONS

Skills	Advanced Excel, Advanced Data Analytics, Power BI, Tableau, Python, Advanced Digital Marketing, Web Development
Certifications	<ul style="list-style-type: none">Deloitte Data Analytics Job Simulation - ForageNASSCOM Generative AI Literacy - FutureSkills PrimeHarvard Business Impact - Spreadsheet Modelling, Quantitative Methods, Management Communication, Mathematics for Management, Financial Accounting, FinanceDGmark Institute - Advanced Digital Marketing