

Sapna Kumari

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SUMMARY

Motivated undergraduate student pursuing a B.A. in English (Honours) with a minor in Mass Communication. Interested in marketing and sales roles involving consumer interaction, brand communication, and promotional strategy. Skilled in Canva-based creative design, content writing, and event promotion with strong communication abilities in English and Hindi.

EDUCATION

Patna Women's College <i>Bachelor of Arts (B.A.) in English (Honours), Minor: Mass Communication</i>	Patna, Bihar <i>Expected 2028</i>
St. Karen's Secondary School <i>Higher Secondary Education (+2)</i>	Patna, Bihar <i>Completed 2024</i>
Mount Litera Zee School <i>Secondary Education (10th)</i>	Patna, Bihar <i>Completed 2021</i>

EXPERIENCE

Volunteer – Language Fest Organization <i>Patna Women's College</i>	During College Tenure <i>Patna, Bihar</i>
<ul style="list-style-type: none">Designed digital posters and promotional creatives using Canva to support event branding and participationAssisted faculty members in event coordination and on-ground management during the Language FestSupported promotional planning through content creation and teamwork-based executionStrengthened skills in communication, creativity, event management, and coordination	

PROJECTS

Language Fest Promotion <i>Canva, Content Writing</i>	Patna Women's College
<ul style="list-style-type: none">Created multiple promotional poster designs and digital creatives for college Language FestWorked collaboratively with professors and student teams for final design and promotional executionContributed short promotional content to improve visibility and student engagement	
Advertisement & Poster Design Projects <i>Canva, Visual Communication</i>	Academic/Practice Work
<ul style="list-style-type: none">Designed advertisement-style posters focusing on clear messaging, branding alignment, and audience appealImproved layout design and creative presentation using modern content design principles	
Content Writing Samples <i>Copywriting, Promotions</i>	Academic/Practice Work
<ul style="list-style-type: none">Wrote short promotional content for events and campaigns using persuasive communication techniquesFocused on clarity, audience engagement, and impactful call-to-action wording	

SKILLS

Design & Tools: Canva, Visual Communication, Poster Design
Marketing: Basic Marketing & Promotion, Social Media Creatives, Audience Messaging
Content: Content Writing, Promotional Copywriting, Brand Communication
MS Office: Microsoft Excel (Basic), Data Entry & Organization
Soft Skills: Communication (English & Hindi), Teamwork, Leadership, Creativity, Adaptability

INTERESTS

Marketing & Sales, Consumer Behavior, Brand Communication, Event Promotion, Media & Communication.