

# 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

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

## EXPERIENCE

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

## PROJECTS

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

## SKILLS

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

## INTERESTS

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