**Sachin Bansal**

Sharda University, Greater Noida, Uttar Pradesh, India

Email: sachinbansal8799@gmail.com

LinkedIn: linkedin.com/in/sachinbansal-a66a63331

## Professional Summary

Highly motivated and detail-oriented BBA Marketing student at Sharda University with a strong passion for integrating business principles with creative and technological solutions. Demonstrated ability in managing digital marketing campaigns, creating engaging video content, and designing effective social media strategies to drive brand visibility and audience engagement. Skilled communicator with experience in public relations, event coordination, and volunteer management. Adept at problem-solving and collaborating in dynamic team environments to achieve project goals efficiently.

## Education

**Bachelor of Business Administration (BBA) – Marketing**

Sharda University, Greater Noida, Uttar Pradesh, India

August 2024 – Present

* Coursework includes marketing management, consumer behavior, digital marketing, statistics, and business communication.
* Actively involved in university clubs and events that complement academic learning with practical experience.

## Skills

* Digital Marketing: Planning, executing, and analyzing online campaigns across platforms including Facebook, Instagram, and LinkedIn. Knowledge of SEO basics, content marketing, and analytics tools.
* Video Editing & Production: Skilled in editing videos using software tools to create promotional and event coverage content that aligns with brand messaging and engages target audiences.
* Social Media Strategy & Management: Designing content calendars, crafting posts, and tracking engagement metrics to optimize social media presence and follower interaction.
* Creative Problem Solving: Approaching marketing challenges with innovative solutions, using research and creative brainstorming to overcome obstacles and improve campaign effectiveness.
* Public Speaking & Presentation: Confident in delivering presentations, hosting events, and communicating ideas clearly to diverse audiences.
* Microsoft Office Suite: Proficient in Word, Excel, and PowerPoint for documentation, data analysis, and presentation preparation.
* Financial Literacy: Basic understanding of business finance principles, budgeting, and economic concepts as applied to marketing and business operations.

## Certifications

* Marketing Communication – TimesPro (2024)
* Business Statistics – TimesPro (2024)
* Soft Skills – NPTEL (IIT Kharagpur) (2023)
* Communicative English – Swayam Plus (2023)
* Global Markets Analyst – Bank of America (Forage) (2023)
* Entrepreneurship Simulation – City of Moreton Bay (Forage) (2023)
* Life Skills 2.0 – Wadhwani Foundation (2023)

## Professional Experience

**PR Team Member – Chorus Fest 2025**

Sharda University, Greater Noida | January 2025 – March 2025

* Developed and implemented PR strategies for the university’s largest cultural festival, attracting over 5000 participants.
* Created promotional content across social media, increasing event awareness and attendance by 30%.
* Liaised with sponsors, media partners, and participants to ensure successful event promotion and communication.
* Assisted with press releases and live event coverage.

**Volunteer – NSS Campaign “One Nation, One Election”**

Sharda University, Greater Noida | September 2024 – November 2024

* Led community outreach to promote voter education and civic awareness.
* Organized events and educational sessions impacting over 1000 community members.

**Member – Pixelance Club (Photography & Media Club)**

Sharda University, Greater Noida | July 2024 – Present

* Captured and edited visual content for university events, hackathons, and competitions.
* Led event documentation, including photoshoots and video production.
* Collaborated on creative media projects to boost student engagement and university branding.

**PR Member – Entrepreneurship Cell, Sharda Launchpad**

Sharda University, Greater Noida | August 2024 – Present

* Promoted entrepreneurship initiatives and startup events within the university.
* Managed communication materials including newsletters and social media content.
* Coordinated with students, mentors, and faculty to organize and publicize events.