

SPARSH AGGARWAL

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Faridabad, Haryana

SUMMARY

First-year BBA student at Indian Institute of Management Bangalore with solid foundations in finance, marketing, and business strategy. Demonstrates strong motivation and interest in market research, digital business models, and entrepreneurship. Engages actively in academic and extracurricular activities to enhance analytical and problem-solving skills.

SKILLS

- **Marketing & Branding:** Understanding of consumer behavior, brand positioning, and market trends.
- **Market Research & Data Analysis:** Ability to conduct effective research and derive valuable business insights.
- **Business Strategy & Operations:** Exposure to decision-making, inventory handling, and customer management.
- **Financial Management:** Familiar with financial statements, budgeting, and business operations.
- **Leadership & Team Coordination:** Experience in managing teams, event coordination, and enhancing organizational skills.
- **Technical & Creative Skills:** PowerPoint, Word, Canva, Notion, ChatGPT, basic HTML & CSS, and photography & photo editing

EDUCATION

Indian Institute Of Management Bangalore
Bachelor of Business Administration
Digital Business & Entrepreneurship

Sep 2024 - Sep 2027

Delhi Public School Ghaziabad
Senior secondary: Commerce

Mar 2021 - Mar 2023

EXPERIENCE

Business Operations Assistant / Family Business
Faridabad, Haryana

Jul 2024 - Oct 2024

- Assisted in managing daily business operations, including inventory handling, customer interactions, and financial tasks such as tracking sales and managing invoices
- Conducted market research to understand customer preferences and improve product offerings
- Gained practical exposure to business decision-making, problem-solving, and operational management, strengthening analytical and leadership skills

EXTRA CURRICULAR

- Held key leadership roles as School Vice Captain and Proctor, overseeing student discipline and coordination
- Assisted in planning and organizing school-level events and assemblies
- Was an active member of the School Media Cell, contributing to photography, content creation, and event coverage

HOBBIES

- Photography and editing
- Designing presentations using Canva
- Cooking and experimenting with new recipes
- Painting and creative sketching