

SPARSH AGGARWAL

+91 9811631672 | sparsh.aggarwal24@iimb.ac.in | Delhi NCR | [LinkedIn](#)

ABOUT ME

Strategic and analytical BBA student at IIM Bangalore with experience across marketing strategy, entrepreneurship, content research, and business operations. Skilled in market research, social media strategy, and structured problem-solving through academic projects and internships. Strong communicator with leadership experience in student representation and cross-functional coordination.

EDUCATION

Indian Institute of Management Bangalore (IIM Bangalore)	Sep 2024 – Sep 2027
Bachelor of Business Administration (BBA) – Digital Business & Entrepreneurship	
Indian Institute of Governance and Leadership (IIGL)	Oct 2025 – Apr 2026
Diploma in International Affairs & Diplomacy (CYL)	
Delhi Public School Ghaziabad, Faridabad	April 2020 - March 2023
Class XII (Commerce with Maths) – 75%	
Class X – 85%	

CORE SKILLS

Business & Strategy: Market Research, Business Model Canvas (BMC), Costing, Operations Support
Marketing & Content: Social Media Strategy, Content Research, Campaign Planning, Audience Analysis
Finance & Analytics: Financial Accounting, Cost Sheets, Basic Financial Analysis
Digital Tools: MS Excel, PowerPoint, Canva, Notion, Google Workspace, ChatGPT, HTML/CSS
Soft Skills: Communication, Presentation Design, Leadership, Public Speaking

WORK EXPERIENCE

Content Research Intern – Social Media Newsroom (Oct 2025)

- Conducted content and trend research for social media news coverage across digital platforms.
- Identified relevant topics, verified information, and supported content ideation aligned with current affairs and audience interests.
- Assisted the content team with research inputs to improve relevance, accuracy, and engagement of published content.

Business Operations Assistant – Family Business (2024)

- Supported day-to-day business operations including vendor coordination, order management, and client servicing.
- Conducted market research and basic financial analysis to identify demand patterns and operational inefficiencies.
- Improved workflow efficiency through structured documentation, reporting, and internal communication systems.

Web Development Assistance (Freelance & Academic Projects) (2025)

- Assisted in developing 20+ responsive websites for local businesses and academic projects.
- Worked on layouts, styling, and responsiveness using HTML, CSS, and basic JavaScript.
- Contributed to visual identity and page structure aligned with brand positioning.

PROJECTS

Social Media Marketing & Brand Strategy Project – Blue Tokai Coffee Roasters

Academic Project | IIM Bangalore

- Developed an end-to-end social media marketing strategy for a leading Indian specialty coffee brand.
- Conducted audience analysis, STP segmentation, and competitor benchmarking to define brand positioning.
- Designed platform-specific content strategies across Instagram, YouTube, LinkedIn, and X.
- Created a monthly content calendar, creator collaboration strategy, KPI framework, and crisis management protocols.

The Outreach Project – Client Acquisition Strategy

Academic Project | IIM Bangalore

- Designed and executed a short-term client acquisition strategy for three local businesses.
- Acquired one paying client per business within a 4-hour execution window through direct outreach and referrals.
- Generated ₹3,000 in total revenue and developed a repeatable outreach framework.

Entrepreneurial Hypothesis Testing & Business Model Project

Academic Project | IIM Bangalore

- Developed and iterated Business Model Canvases based on market hypotheses.
- Conducted customer interviews and refined assumptions using qualitative insights.
- Contributed to pitch deck creation focusing on value proposition and revenue logic.

LEADERSHIP & RESPONSIBILITIES

Zonal Representative (ZR) – IIM Bangalore (2025 - 2026)

Represented students at the zonal level, acting as a bridge between students and academic administration. Coordinated communication related to academic schedules, projects, and institutional initiatives. Consolidated student feedback and managed time-sensitive escalations through formal channels.

Media Cell – IIM Bangalore (Apr 2025 - Dec 2025)

Managed event photography, content creation, and social media updates.

Extended Partnership Team – IIM Bangalore (Apr 2025 - July 2025)

Assisted in sponsor outreach and creation of short pitch decks and proposals.

School Leadership – Vice-Captain & Proctor(2021 - 2023)

Coordinated 400+ students, managed discipline, and led school events.

ACHIEVEMENTS & INTERESTS

Represented school in Model United Nations (MUN) and cultural activities. Awarded in Football, Chess, and Calligraphy competitions. Interests: Photography & Editing, Presentation Design, Cooking, Painting & Sketching.