

HARSH AGRAWAL

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EDUCATION

IILM GRADUATE SCHOOL OF MANAGEMENT, GREATER NOIDA

Pursuing Post Graduate Diploma in Management 2019-2021

UNIVERSITY OF RAJASTHAN

• Master of Commerce- Secured 54% 2017-2019

• Bachelor of Commerce

S.S Jain Subodh PG College, Jaipur- Secured 70% 2014-2017

SCHOOL

• Class XII, Tagore Vidhya Bhawan, Jaipur – Secured 74% (RBSE) 2014

• Class X, Tagore Vidhya Bhawan, Jaipur – Secured 74% (RBSE) 2012

SUMMER INTERNSHIP DETAILS

College project on ‘A Study on FMCG Brands reaching in Rural Market’

- Companies need to focus again on their marketing strategies
- Their level of income and their purchase decision of that products are hardly same
- Age matter when they purchase any brand
- Rural consumer purchases that what they like

CERTIFICATIONS

2020

COURSERA CERTIFICATES

- Completed Brand and Product Management course offered by IE Business School
- Completed Integrated Marketing Communications Course offered by IE Business School
- Completed course on Introduction to Search Engine Optimization by University of California
- Completed course on Introduction to Marketing by Wharton University of Pennsylvania

OTHERS

- Secured 79% in RSCIT (Rajasthan State Certificate in Information Technology) certification course

ACADEMIC PROJECTS

- Marketing research on Mother Dairy Ice cream
- Industry analysis of Telecom Industry
- Financial analysis of Deloitte and PWC
- Country report on Singapore

POSITION OF RESPONSIBILITY

CLUB

- Active member of Digital Marketing Club and Sports Club of IILM GSM, September 2019

VOLUNTEER, RADHA FOUNDATION SANSTHAN (NGO)

- Tutored mathematics and science to 200+ unprivileged children over 3 years in Jaipur
- Co-ordinated and assisted in Blanket Distribution Program for 100+ footpath dwellers in Jaipur

