

HARSHIT AGRAWAL

Area: MARKETING MANAGEMENT

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ACADEMIC QUALIFICATION

- B.E. - SGSITS Indore, 2011-15
- PGDM - IMT Ghaziabad, 2016-18

WORK EXPERIENCE

- Business Associate – Research in KPMG Global Services, Gurugram (Sep 2018 to Mar 2020)
- Marketing Analyst in RTDS Pvt. Ltd., Gurugram (Mar 2020 to April 2023)
- Quant Faculty in Q Point Academy, Jabalpur (May 2023 to Oct 2024)

CERTIFICATIONS

- Landing Page Design & Conversion Rate Optimization | Udemy | 2021
- Conversational Marketing | Drift Inc. | 2022
- Google Ads Search Certification | Google | 2023

AREAS OF INTEREST

- Social Marketing and Cause-related Marketing
- Marketing in Emerging Markets
- Green Marketing