

## FPM 2018

### Participant Details

**Name:** Sakshi Aggarwal

**Area:** Marketing

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### Experience:

- Materials Management Executive, The Indian Hotels Company Ltd. (8 months).
- Management Trainee, Special Ceramics (P) Ltd. (13 months).
- Transition Readiness and Aftercare Volunteer, Make a Difference (12 months).

### Educational Qualifications:

- Masters in Business Administration Research, Marketing (MS BAR), ESSEC Business School, France.
- Post Graduate Diploma in Global Business Operations (PGD GBO), Shri Ram College of Commerce, University of Delhi.
- Bachelor of Business Administration, Marketing (BBA), Bharati Vidyapeeth University Institute of Management & Research.

### Awards/Honours:

- Qualified UGC- NET (National Eligibility Test) in Management (2017).
- Full scholarship for Masters in Business Administration Research (MS BAR) by ESSEC Business School, France (2015-17).
- AIR 12, PG Diploma in PGD-GBO Entrance Exam conducted by SRCC, DU (2012).
- AIR 91, Bharati Vidyapeeth Under-graduation Management Aptitude Test (BUMAT-2008)
- Presented paper- 'Setting Effective Mental Budgets: Restrictive & Malleable Budgets' at European Marketing Academy (EMAC) Doctoral Colloquium '17, Groningen, Netherlands.
- 1<sup>st</sup> Position, Business Plan Presentation Competition, SRCC GBO (2012)
- Ranked 4th in BBA, in a batch of around 180 students (2008-2011)
- 3<sup>rd</sup> Position, Paper Presentation, International Conference, BVIMR (2011)
- 2<sup>nd</sup> Position, Paristhiti -National Case Writing and Presentation Competition, BVIMR (2010)
- 3<sup>rd</sup> Position, Young Managers- Case Writing and Presentation Competition, BVIMR Gems-Annual event (2009)
- 1<sup>st</sup> Position, English Language Quiz, BVIMR Gems-Annual event (2010).

- Scored 86.50% in DELF A1 examination of French language proficiency, Alliance Française, New Delhi, India (2016).
- Scored 91% in Staat Deutsch 1(Goethe-Zertifikat A1) examination of German language proficiency (2010).
- First Division with Distinction, German Language Diploma, Bharati Vidyapeeth University (2008-2011).
- 1<sup>st</sup> Position, On the Spot Composition Writing, in a batch of 200 students at school (2006).
- Awarded 'Credit' in English by The University of New South Wales (2004).

### **Internships & Training:**

- Digital Marketing Intern & Content Writer, SunHill Systems (P) Ltd. (28 May - 22 July 2013).
- Marketing Trainee, Larsen & Toubro (10 May – 21 June 2010)
  - Project on 'Study of Industry Behavior and Market Share of Larsen & Toubro (Iscar) in Cutting Tools Industry.
- Intern- Online/Offline Trading of Shares, Religare Securities Ltd. (8 May – 2 July 2009).
- 1 month training on 'Business Skills Development' conducted by MSME Development Institute, New Delhi under Ministry of Micro, Small and Medium Enterprises, Government of India (2011).

### **Positions of Responsibility**

- Convener, Eutopia'13 – The Annual Marketing Fest, SRCC-GBO (24-26 October 2013).
- Student Head, Helios- The Marketing Society, SRCC-GBO (2013-2014)
- Core Team Member, TEDX SRCC Society (2012-2013).
- Coordinator, Personality Entrepreneurship and Development Club, BVIMR (2009-2011).
- Executive Member, Organizing team, International Conference, BVIMR (2011).
- Executive Member, Organizing team, National Research Paper Presentation Competition, BVIMR (2011).
- Executive Member, Organizing team, Paristhiti-National Case Writing and Presentation Competition, BVIMR (2011).
- Core Committee Member, Renaissance (annual fest), BVIMR (2010).