Aarav Sharma

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EDUCATION

Example Business School (fictional) 2025 - 2027 (expected)
MBA, Marketing

CGPA [X.X]/10. Marketing club lead; national brand case finalist.

Example Institute of Technology (fictional) 2018 - 2022
B.Tech, Computer Science

First class; minor project on recommendation systems.

EXPERIENCE

Example Consumer Goods Ltd (fictional) May 2026 - Jul 2026
Summer Intern, Brand Marketing, Bengaluru

- Surveyed 400 shoppers across 4 cities and found price-per-use was the main barrier to trying the 500 ml pack; recommended a 250 ml trial pack.
- Drafted the launch plan for the trial pack; the pilot in 150 stores reached a 21 percent repeat rate in 6 weeks.
- Built a weekly share-of-shelf tracker used by 3 regional sales teams.

Example Digital Pvt Ltd (fictional) Aug 2022 - Jun 2025
Growth Marketing Associate, Pune

- Managed Rs 12 lakh a month across Search and Meta; cut CAC from Rs 640 to Rs 430 by moving 30 percent of spend to higher-intent keywords.
- Ran 24 A/B tests on landing pages and emails; winners lifted trial sign-up conversion from 3.1 percent to 4.4 percent.
- Built a lifecycle email programme for 60,000 users that increased 90-day retention by 6 points.

PROJECTS

Go-to-market plan: [personal care brand]

Segmented 3 customer groups, set a 90-day target and a Rs 5 lakh test budget; presented to a panel of 3 industry judges.

Consumer research: online grocery switching

Surveyed 250 respondents; found delivery reliability outranked price for repeat buyers; shared with 2 startups.

SKILLS

Core: Segmentation, Positioning, GTM planning, Digital growth

Tools: Google Analytics, Google Ads, Meta Ads, SQL (basic), Excel, HubSpot

Languages: English, Hindi, Marathi

EXTRACURRICULARS

- Marketing club lead: ran a 6-week campaign for the college fest that sold 1,800 tickets.
- Mentors 5 first-year students on case competitions.
- Weekend football; captain of the batch team.

Fictional candidate. All names, employers, figures and contact details are invented for illustration.