



Female
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Name of Discipline – MBA

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EDUCATIONAL BACKGROUND

| Class | CPI/CGPA/% | YYYY |
|---|------------|---------|
| MBA, Rajiv Gandhi Institute of Petroleum Technology, Amethi | 8.07 | 2023-25 |
| Masters of Fashion Management, NIFT Hyderabad | 8.8 | 2019-21 |
| BA, Jesus and Mary College, Delhi University | 7.364 | 2016-19 |
| 12 th Maxfort School, Dwarka, New Delhi | 86.6% | 2015-16 |
| 10 th DPS Panipat Refinery, Panipat | 9 | 2013-14 |

WORK EXPERIENCE

| Name of Employer & Designation | Tenure |
|---|------------|
| <ul style="list-style-type: none"> • “SAPNA MAHESHWARI” (Assistant Planning Manager) <ul style="list-style-type: none"> ▪ B2B & TST Sales Report Analysis ▪ Buy Plan Working and Catalogue Maintenance ▪ Product Performance & Weekly Sales Dashboard Analysis ▪ Style wise sales & Visibility Analysis ▪ RVP data, B2B & TST SOH | 1.10 years |

INTERNSHIP

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| <ul style="list-style-type: none"> • Markets, Fabindia Overseas Private Limited (January 12, 2021- April 17, 2021) <ul style="list-style-type: none"> ▪ Analyzed SOP Compliance Data, Experience Centres DSR's and 1800 Call Records ▪ Co-ordinated with Market coordinators of all the regions • Brand & Marketing, Fabindia Overseas Private Limited (November 02, 2020- December 28, 2020) <ul style="list-style-type: none"> ▪ In CRM, drafted emailers and SMS for the company ▪ In Social Media, handled all the Social Media accounts, designed creatives ▪ Handled Influencer styling collaboration ▪ Content development ▪ Creative copywriting • Indian Oil Corporation Limited (December 11, 2023- January 8, 2024) <ul style="list-style-type: none"> ▪ In Corporate Communication, worked on the Press release of organization ▪ Researched on the marketing strategies of Servo ▪ Studied consumer behavior with respect to Servo • Indian Oil Corporation Limited (May 15, 2024- July 12, 2024) <ul style="list-style-type: none"> ▪ Understood day to day functioning of Coco ▪ Studied about IOCL branded fuels ▪ Interacted with customers to understand their behavior with respect to fuels |
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Research Projects

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| <p>Project – 1. Pandemic Safety Protocols of Experience Centres (Fabindia Overseas Pvt. Ltd.)</p> <p>2. Servo Marketing Strategies and Awareness (IOCL)</p> <p>3. A Brief Study on Branded fuels and its Sales Performance and marketing among OMCs</p> <p>4. Study of Solar Energy Policies of top Indian States</p> <p>5. Coca Cola : Brand Study</p> |
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SKILLS

Canva, Google Platforms, MS Excel, MS Word, MS PowerPoint.

Awards & Achievements/ Certificate Courses

Achievement Name

- Content writer for Department Fest, Delhi University
- Marketing Head, NIFT College Fest
- Selected in Promotional Team of FDCI Fashion Week – LMFIWSS21
- Digital Marketing, Internshala

- Creative Writing, Internshala
- The Fundamentals of Digital Marketing, Google
- Introduction to Social Media Marketing, Meta
- Social Media Management, Meta
- Advertising with Meta, Meta

EXTRACURRICULAR ACTIVITIES

- Written 400 poems on various issues
- Associated with CRY NGO since Oct'22
- Secured 2nd position in 'Action Replay' acting competition, Delhi University

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Signature :



Date : August 9, 2024