

Smarth Bagga

Motilal Nehru College

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ACADEMICS				
Qualification	Institute	Board / University	Year	% / CGPA
B.com(Hons)	Motilal Nehru College	University of Delhi	2025	6.7
12 th	O.S DAV Public School	CBSE	2022	85
10 th	Indus Public School	CBSE	2020	89

INTERNSHIP	
Lead Up (1 Jan 2024 - 15 Jan2024)	<ul style="list-style-type: none">Executed targeted digital marketing strategies, increasing social media reach by 15%.Supported student acquisition by assisting in the enrolment of 10+ students through structured outreach campaigns.Contributed to content planning and campaign execution to improve audience engagement and brand visibility.
Sapphire Media (1 February 2024 - 5 April 2024)	<ul style="list-style-type: none">Managed social media content and assisted in integrated marketing campaigns, strengthening brand presence and engagement.Conducted market research and identified potential clients, contributing to lead generation and business development.Coordinated with the marketing team to optimize outreach strategies and improve campaign effectiveness.

POSITIONS OF RESPONSIBILITY

Junior Associate Enactus, MLNC (December2023- Present)	<ul style="list-style-type: none">Worked in the Collaboration Department to establish partnerships and expand project outreach.Actively contributed to the Groundwork Department in the production of pads, diapers, tote bags, and candles.Worked on Project Sneh and Project Prabhakshay, promoting sustainable and community-driven initiatives.
Finance Head Student For Development Cell,MLNC (June 2024 -Present Member (June 2023 - June 2024)	<ul style="list-style-type: none">Managed budgeting, fundraising, and financial planning for society initiativesLed cleanliness drives to promote environmental awareness and social responsibility.
Member Skill Development Cell , MLNC (January	<ul style="list-style-type: none">Managed lead generation and financial operations for Skill Development Cell initiatives.Organized two webinars and four seminars, handling outreach and participant engagement.
Cultural Captain Class XII, O.S DAV Public School (April 2021- March 2022)	<ul style="list-style-type: none">Served as Cultural Captain in the Student Council, leading and organizing school cultural events, managing teams, and fostering student participation.

EXTRA CURRICULAR ACTIVITIES

Secured 1st position in Zonal Level Science Quiz Competition.
Secured 3rd position in District Level Swimming Competition.
Campus Ambassador at Share SRCC.
Secured 3rd position in Gargi College B-Plan Competition