



# HARSIMRAN SYAN

PR, MARKETING AND COMMUNICATIONS  
ASPIRANT

## CONTACT INFORMATION

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## LANGUAGES

- English - Fluent
- Hindi - Native
- Punjabi - Native
- French - Beginner

## MARKETING SKILLS:

- Social media marketing
- Market research
- Web content development
- Customer relationship management
- Event management and Production

## TECHNICAL SKILLS

- M.S office suite
- Tableau
- Affinity / Adobe
- SAP- build.me
- Social Media Analytics
- Tally.erp
- Google Analytics

## PROJECTS WORKED ON:

- IBM-WATSON
- PWC
- CONTINENTAL
- UWINCorp
- MISSION INTERNATIONALE

## WORK EXPERIENCE

### BUSINESS DEVELOPMENT AND P.R INTERN

FOR RAMPASIA, MARCH 2019 TO JULY 2019

- Worked under a renowned fashion show director Rashmi Virmani as her PR manager and Marketing intern in collaboration with Delhi times fashion week, Lakme Fashion week, Kerela Fashion league and Bridal Asia.

### EVENT ORGANIZER

FOR SODELHI, JANUARY 2018 TO MARCH 2018

- Organised as head of a city scale food truck festival "HORN OK PLEASE"

### MARKETING INTERN

FOR SODELHI, DECEMEER 2017 TO JANUARY 2018

- Worked as a marketing and sales intern.
- Was involved in daily communication and negotiation with clients
- Developed and improved marketing strategies
- Conducted active market research.

### FINANCE AND COMPANY LAW INTERN

FOR GODFREY PHILLIPS INDIA LTD, JULY 2017 TO AUGUST 2017

- Applied my skills in taxation (returns) and filling procedures.
- Practiced Management and Secretarial responsibilities.
- Overlooked and maintained financial records.
- Prepared cost analysis statements

### PR AND SOCIAL MEDIA MANAGER FOR A N.G.O

INDEPENDENT PROJECT PARTNERED WITH AN NPO "MAKE A DIFFERENCE"

- Organised The event "CANVAS: THE ART PROJECT", sponsored by "DEZZERTFOX". It involved a meet and greet session of Indian artists with the students of the orphanage and inspiring them with their art.

## EDUCATION

### TOULOUSE BUSINESS SCHOOL (2019-2021)

Msc. MARKETING MANAGEMENT AND COMMUNICATIONS

- Excelled in areas like, Brand management and communications, Consumer behaviour and Relationship Management, Crisis Communication, Communication in fashion industry, Leadership management, Multicultural Management among others.

### DELHI UNIVERSITY (2015-2018)

BACHELOR'S OF COMMERCE WITH HONORS

- Majored in Marketing and Business management with Personal selling & advertising

### JESUS AND MARY COLLEGE, D.U (2018-2019)

- **Certification in Advertising and Marketing** - Conducted on field market research surveys and its analysis