

SPARSH JAIN

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EXPERIENCE

Cropgrowth India Pvt Ltd, Sales and Marketing Summer Intern

Apr 2024 - Jun 2024

Conducted Market Research and Competitive Analysis in Vidisha, MP

Responsibilities

Conducted in-depth field visits to semi-urban markets in Vidisha, Hoshangabad etc. interacting with over 60 dealers and 30 farmers in order to build trust and increase brand recognition.

Executed BTL marketing strategies to boost brand visibility and optimize shelf placement for the offerings of the brand

Launched targeted marketing campaigns to ensure improved in-store presence and consumer engagement

Achievements

Analysed and summarized 45+ reports detailing buyer and dealer experiences with competitive brands.

Provided actionable insights to strengthen the company's market positioning in Vidisha, MP

Ernst and Young, Assurance Associate

Aug 2022 - Feb 2023

Review of comprehensive audit reports and financial reporting work papers and filing forms such as 10Q for internal and external stakeholders

Successfully audited 10+ fortune 500 clients, delivering end-to-end assurance to clients.

Effectively coordinated with the onshore team and the clients for the functioning of the tasks

Britty Media, Operations Intern

Feb 2022 - Mar 2022

Identified and engaged 500+ artists for potential collaborations, aligning talent with brand objectives to enhance creative partnerships and brand visibility

Successfully managed and hosted 15+ performances, each attracting a footfall of 300+, ensuring seamless execution of events and audience engagement

The Entrepreneurship Network, HR Intern

Nov 2020 - Apr 2021

Screened 1200+ resumes, conducted 300+ behavioral interviews with a panel of professionals

Facilitated online interviews, offering assistance to team and applicants to ensure a smooth selection process

Achievements

Promoted as a Senior HR and received an Letter of Recommendation for the tasks performed

EDUCATION

Institute Of Management Technology, Ghaziabad

Marketing • 2025 - Present

Dyal Singh College, University of Delhi

B.Com • 2022 - Present

St Mary's Inter Collge, Etawah, UP

Class XII • 2019 - Present

St Mary's Inter Collge, Etawah, UP

Class X • 2017 - Present

LICENSES & CERTIFICATIONS

Foundations of Digital Marketing and Ecommerce

Google • Issued 2024

Market Research and Consumer Behaviour

IE Business School • Issued 2024

Attract and engage customers through Digital Marketing

Google • Issued 2024