

SPARSH SINGHAL

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EDUCATION

VANDERBILT UNIVERSITY

Nashville, TN

OWEN GRADUATE SCHOOL OF MANAGEMENT

Master of Marketing, May 2026 (STEM), GPA: 3.956/4.0

- Winner, “Redbull Basement” Pitch Competition – Ranked #1 among 50+ Vanderbilt students
- Winner, “Marketing Madness” Case Competition – Group Ranked #1 among 30+ MBA/MMark students

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

New Delhi, India

VIVEKANANDA SCHOOL OF PROFESSIONAL STUDIES

Bachelor of Business Administration, June 2025

Major: Management, Minor: Marketing

- CGPA: 9.415+, Rank 1 in Batch of 150 students
- National Service Scheme Volunteer, Member & Sub-head of Digital & Design Department
- CUET 99.9 percentile (Rank 1991) out of 1,000,000+ students

EXPERIENCE

VANDERBILT UNIVERSITY SCHOOL OF ENGINEERING

2025 - 2026

Marketing Intern

- Helped analyze social media campaign performance and optimized targeting and content strategies, successfully scaling lead generation from 5 to 141 prospective students.
- Created digital and print marketing assets such as social media graphics, UGC contest materials, and promotional postcards to increase brand awareness and support recruitment for the new MS in ECE (Applied AI, Microelectronics) program.
- Designed and launched a dedicated microelectronics landing page to drive enrollment for the new MS in ECE (Microelectronics) program.

2024 - 2025

KRITI GLOBAL PRODUCTS PRIVATE LIMITED

New Delhi, India

E-Commerce & Business Development Intern

- Coordinated with a web creator to conceptualize, design, and launch two websites (www.primrosebags.com and www.myethos.in), enhancing user experience and reinforcing brand identity.
- Developed engaging content to improve product listings and customer engagement.
- Implemented and optimized ad campaigns on Amazon, improving ROAS from 0.5 to 3.
- Analyzed sales data to formulate dynamic pricing strategies aligned with market trends.
- Established Amazon Brand Stores for PRIMROSE and RIMROCK, strengthening brand visibility and user navigation.

July 2024

KRITI GLOBAL PRODUCTS PRIVATE LIMITED

New Delhi, India

Accounting Intern

- Optimized financial transaction processing for cash, bank, sales, and purchases using Tally ERP software to expedite month-end closing procedures.
- Executed taxation tasks related to GST and TDS to ensure regulatory compliance.
- Generated account confirmations and follow-ups for overdue payments to improve receivables collection cycle.
- Utilized Tally features for auditing and conducted financial accuracy checks across GST and TDS filings to minimize discrepancies.

LEADERSHIP

ENTREPRENEURIAL MINDSET PROJECT,

2022 - 2023

Guru Gobind Singh Indraprastha University

Project Lead

- Identified a market inefficiency in local campus transportation and spearheaded the development of “VIPS Travel,” a tech-driven solution modeled on Uber/Ola; led a team of four, delegating tasks across design, routing logic, and user flow to deliver a visual prototype.
- Developed an innovative framework to streamline e-rickshaw rides by introducing real-time pricing and minimizing wait times; designed and presented a comprehensive business model.

ADDITIONAL

- Certifications: *B2B Marketing* – IIT Roorkee & Swayam Portal, *Integrated Marketing Communication* – IIT Roorkee & Swayam Portal, *AI Business Tools for the Digital Age*, *Gold Medalist* – Havish M. Consulting, *Digital Marketing* - Hubspot
- Language Skills: Hindi, English
- Computer Skills: SQL, Tableau, SPSS, R, Python (matplotlib, pandas, numpy), HTML, Tally, Canva, Wordpress, Wix