

BHRIGU BAGGA

EDUCATION

Graduate Certificate, Public Relations, Expected in 04/2024

Niagara College - Welland, ON, Canada

Member, Canadian Public Relations Society

Graduate Certificate, International Business Management, 08/2023

Niagara College - Niagara-on-the-Lake, ON, Canada

MA , Reconciliation & Peacebuilding (Distance Learning), 09/2023

University of Winchester - United Kingdom

Certificate, Exchange Program Student, Fall Semester, 2018&2019

Vilnius University & Vytautas Magnus University - Lithuania

Bachelor of Arts, Journalism And Mass Communication, 06/2019

Dev Sanskriti University - India

WORK HISTORY

Global Business Development Social Media Assistant, 10/2023 -

Current

Niagara College

- Shoot and edit content for reels, stories and carousels at Niagara College's Welland and Niagara-On-The-Lake campuses
- **Impressions up by 162% and 101% new accounts reached** in the last 90 days @ncsouthasia
- Write captions and provide mentorship support to new recruit

Street Team Member, 08/2023 - Current

Niagara College Student Administrative Council

- Being a part of event inception, student interaction and post-event tear-down team
- Posting live stories for @yourncsac Instagram page with an audience of **1000-12000 accounts**

International Student Assistant, 04/2023 - Current

Niagara College


- Responsible for triage and communicating college resources to assist international students at the front desk
- Helping students with MY NC Portal, timetable selection and generally supporting and setting them up for success in school
- Booked appointments and providing preparation sessions for study, work, and co-op work permits based on the college's website

Executive Advisor and Manager, 07/2022 - 11/2022

Global Power Cricket League, PowerSportz TV, New Delhi, India

- Researching and providing inputs on potential partners and players from the USA

 St. Catharines, ON L2R0B7

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SKILLS

- Writing
- Content Creation
- Organized Communications
- Relationship building
- Project coordination
- Problem-solving
- Microsoft Office
- Social Media Management
- Meltwater
- Canva
- Final Cut Pro
- Languages: English, Hindi, Punjabi

AWARDS

- PeaceWin Bursary- I was awarded the bursary for a **fully funded** (tuition) Master's degree in Reconciliation and Peacebuilding by the University of Winchester.
- Lithuanian government grant- I was selected for two **fully funded** semesters abroad at Lithuanian Universities.

- Mediating and successfully implementing contracts and payments for players and vendors
- Implemented rigorous documentation for visas and international financial transfers
- **Achieved 10M+** paid social outreach for the tournament, enhancing the league's visibility

Executive Assistant to the Pro Vice Chancellor , 12/2019 - 12/2021
Dev Sanskriti University, Haridwar, India

- Represented the Executive at various University departments, including the International Relations Office, Digital Media Cell etc.
- Pioneered conceptualization and establishment of the Digital Media Cell (DMC), significantly boosting the university's online presence
- Achieved growth rates: Pro Vice Chancellor's & University's social presence increased by **500% and 200%, respectively**
- Fostered relationships with heads of International Institutions, resulting in multiple academic partnerships.
- Streamlined executive communication by managing emails, phone calls, and scheduling appointments
- Enhanced productivity by organizing travel arrangements and coordinating accommodations for the executive

INTERNSHIPS

Intern, 05/2016 - 07/2016

Hindustan Times, Education Edition

- Authored and published **six articles** in one of India's most popular national dailies, Hindustan Times

Intern, 05/2016 - 07/2016

The Hindu

- Contributed **five articles** to the sports page of The Hindu- a publication recommended in the reading list for cracking India's toughest government exam, the UPSC