

# BHRIGU BAGGA

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## 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, Canada

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

**University of Winchester** - United Kingdom, United Kingdom

**Vilnius University & Vytautas Magnus University** - Vilnius, Lithuania, Lithuania

2018 & 2019 Fall Exchange Program student

Bachelor : Journalism And Mass Communication, **06/2019**

**Dev Sanskriti University** - India, India

## WORK HISTORY

**GLOBAL BUSINESS DEVELOPMENT STUDENT ASSISTANT** 10/2023 to Current

**Niagara College**

- Develop and implement social media strategies for the Niagara College South Asia Instagram Page

**INTERNATIONAL STUDENT ASSISTANT** 04/2023 to Current

**Niagara College**

- Responsible for triage and communicating college resources to assist international students at the front desk
- Hosting immigration preparation sessions, which cover study permit extensions and co-op work permits

**EXECUTIVE ADVISOR & MANAGER** 07/2022 to 11/2023

**Global Power Cricket League** , New Delhi, India

- Worked in the capacity of Executive Advisor for the tournament & Manager- Team USA
- Oversaw operations of Team USA, ensuring seamless coordination and efficient management
- Achieved 10M+ social outreach for the tournament, enhancing the league's visibility
- Implemented rigorous documentation and organized workflows.

**EXECUTIVE ASSISTANT TO PRO VICE CHANCELLOR** 12/2019 to 12/2021

**Dev Sanskriti University**

- Represented the Executive at various University departments, including Operations, Student Clubs, Digital Media Cell (DMC), and International Relations Office
- Pioneered the 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
- Managed executive-level socio-cultural and educational events, attracting an in-person audience of 1500+ and engaging thousands online
- Fostered productive collaborations with heads of international universities, resulting in multiple new partnerships.

**INTERN** 05/2016 to 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 to 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

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## SKILLS

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|---------------------------|--------------------------------------|
| • Content Creation        | • Organized Communications           |
| • Copy Writing            | • Meltwater                          |
| • Microsoft Office        | • ADDITIONAL INFORMATION             |
| • Social Media Management | • Languages: English, Hindi, Punjabi |

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## AWARDS

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