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| Parinika Vaidya |

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# Profile

With an unwavering dedication to the field of Organizational Psychology and employee relations, I am a highly motivated recent graduate, holding a BSc in Psychology from Manipal Academy of Higher Education. In my relentless pursuit to expand my practical knowledge and skills, I am actively seeking an opportunity to engage in academic writing and research, while also gaining valuable experience in the realm of Human Resource Management.

# Experience

**Content writer| Tytstudio | May 2022 - present**

* Created website content for more than 3+ brands including Body tales, Healthy indulgence and Sarvam.
* Created and executed content strategies for various clients, including social media, email marketing, website content, and blog posts.
* Managed content calendars and ensured timely delivery of content across all channels, meeting client deadlines.

**HR Co-ordinator | BizCore business consultancy| August 2021- December 2021**

Facilitated full cycle recruitment processes, including sourcing, screening, interviewing and onboarding of candidates for various positions.

**Research Experience**

**Individual Research Paper on subfield of clinical and social psychology: "To Study the Role of Tattooing on Impulsivity and the Trauma Recovery Process on Body Attitudes among Young Adults" |Ongoing|**

Currently engaged in conducting and writing a quantitative research paper intended for publication in a Q2 journal.

**Research Paper: "Experience of Close Relationships and Rejection Sensitivity among Emerging Adults in Udupi". |under publication|**

Research included:

* Conducting a cross-sectional quantitative study using a sample survey design to explore close relationships and rejection sensitivity among emerging adults in Udupi, India.
* Administering standardized questionnaires to measure constructs such as attachment style, rejection sensitivity, and relationship satisfaction, and analyzing the data using quantitative methods to write a research paper with appropriate academic writing conventions and ethical guidelines.

**Research Paper: "The Role of Psychologists in Addressing the Effects of Social Media in Reinforcing Biases: A Narrative Review" |Under publication|**

**Extra-Curricular Activities**

**Volunteering experience in VSO**

As a volunteer under VSO Manipal, I worked with residents of an Old Age Home, a Rehabilitation Centre, and an Orphanage for 6+ months, which involved:

* Visiting and engaging residents in activities such as games, reading, and storytelling while providing emotional support.
* Organizing fundraising events and collaborating with other volunteers to develop innovative programs and services to improve the overall quality of care provided to the residents.

**Stress Management Seminar, MAHE, Manipal, India**

* Conducted a stress management seminar for 2nd year students of WGSHA, a constituent college of Manipal Academy of Higher Education (MAHE), Manipal, India.
* The seminar aimed to provide the students with practical tools and strategies to manage stress and promote mental well-being, especially in the context of academic and personal challenges.

**Mental Health Awareness Street Play**

* conducted and organized a street play for Mental Health Awareness Week in Manipal. The street play aimed to raise awareness about the importance of mental health and well-being, and to reduce the stigma associated with mental illness.

**Content Writer, Kaizen (Psychology Club), MAHE, Manipal, India**

* A content writer for Kaizen, the Psychology Club at Manipal Academy of Higher Education (MAHE), I was responsible for creating engaging and informative content related to the field of psychology, mental health, and well-being.

# Education

**Bachelor of Psychology: Manipal College of Health Professions, MAHE CGPA: 8 .11**

(2020-2023)

**XII (Senior Secondary): Delhi Public School, Bopal, Ahmedabad Percentage: 89%**

(Passed 2019)

X (Secondary) **Delhi Public School, Bopal Ahmedabad CGPA: 10**

(Passed 2017)

# Certifications

**WRITING IN THE SCIENCES: COURSERA**

The course covered a wide range of topics, including the principles of clear and concise scientific writing, strategies for organizing and structuring scientific papers, techniques for effectively presenting data and results, and guidelines for crafting compelling abstracts and introductions. I also gained a thorough understanding of the peer-review process and learned how to respond to reviewer comments to improve the overall quality of my written work.

**Skills**

* Proficient in Microsoft Office and Google Docs, with expertise in Microsoft Excel for data analysis.
* Well versed in SEO and SEM
* Proficiency in using online databases, such as PubMed, Scopus, Google scholar, Psych INFO to conduct literature reviews.
* Fluent in both English and Hindi languages, with native-level proficiency in Hindi.
* Possess strong research, communication, and organizational skills, along with exceptional empathy and interpersonal skills.