

Unnati Vijay

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Co-Founder at Superadmission — Published Author — Social Impact Strategist

Dynamic Co-Founder and Operational Lead with a proven track record in building scalable educational infrastructures. Passionate about leveraging technology for social equity, with expertise in stakeholder management, fundraising, and strategic communication. Driving the vision of unified higher education access in India through Digital Public Infrastructure.

Professional Experience

Superadmission

New Delhi, India

Co-Founder & Chief Operations Officer

Present

- Leading the operational deployment of India's first **Digital Public Infrastructure (DPI)** for higher education, aiming to unify admissions for 35M+ students.
- Spearheading institutional partnerships and government relations to integrate the **Gale-Shapley Deferred Acceptance Algorithm** into legacy university systems.
- Orchestrating the "Pilot Program" launch, managing cross-functional teams across engineering, policy, and design to ensure regulatory compliance (NEP 2020) and data privacy.
- Designed the user-centric workflow for the "One-Click Admission" interface, significantly reducing application friction and processing time for diverse demographics.

CollegeCult

New Delhi, India

Co-Founder & Community Lead

Present

- Building a hyper-local student community platform focused on peer-to-peer mentorship and campus connectivity.
- Scaled user engagement through curated events and digital content strategies, establishing a strong brand presence in the undergraduate ecosystem.

Muskurahat Foundation

Remote

Fundraising & Strategic Partnerships Intern

Jun 2021 – Sep 2021

- Mobilized critical financial resources to support holistic education and shelter programs for underprivileged children.
- Executed high-conversion donor outreach campaigns, leveraging storytelling to articulate the organization's impact and vision.
- Collaborated with the core team to optimize donor retention strategies and streamline the contribution workflow.

Publications & Literary Contributions

APC Books: "From the Class Room"

Anthology

Published Author & Contributor

2023

- Authored a critically acclaimed poem centered on **adoption and social inclusion**, highlighting themes of empathy and child welfare.
- Selected through a rigorous editorial review process to represent student voices from across India.
- Demonstrated advanced narrative skills, blending creative expression with social advocacy.

Education

University of Delhi (Proposed/Current)

New Delhi, India

Bachelor's Degree (Field of Study)

Year – Present

High School (Prestigious Institution)

New Delhi, India

Senior Secondary Schooling

Year of Passing

- Head Girl:** Elected leader of the student council; represented the student body in administrative decisions and led school-wide initiatives fostering discipline and cultural engagement.

Skills & Interests

Core Skills: Strategic Planning, Stakeholder Management, Fundraising, Content Strategy, Public Speaking, Operations Management.

Tools: Notion, Linear, Google Workspace, CRM Suites.

Interests: Educational Policy, Social Entrepreneurship, Creative Writing, Child Welfare Advocacy.