



SABA SINGH

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Education

Carnegie Mellon University '14
BSc Business Administration
Marketing Track
QPA: 3.73

Northwestern University
Minor in Contemporary Media

Academic Honors

Academic Merit Scholarship, 4 years
Dean's List Recipient, 7 semesters
Student Leadership Distinction Award
Phi Kappa Phi Honors Society, Nominee
Dean's Student Advisory Council

Languages

English, Expert Native Proficiency
Hindi, Expert Native Proficiency
Arabic, Proficient
French, Proficient

Software Skills

Proficient in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, AutoDesk Maya, Microsoft Office

Work Experience

Co-Founder & Chief Designer, DIGITALMUSEO Jul 14 - Present
Developing an online community of artists and curators, to form a museum of contemporary digital art. Spearheading design and contributing to the management of the startup, currently in it's inception stage.

Marketer & Designer, TEDx Jan 11 - May 14
Organized 6 TEDx events; managed databases for the audience, designed collaterals, developed marketing campaigns & lead Marketing Departments. Also designed nationwide workshops for students in writing & arts to promote the event and engage with potential audience.

Digital Content Strategist, BBC & The Doha Debates Jan 11 - Mar 12
Administered and generated content for all social media accounts for the BBC TV show. Developed bilingual content strategy and also introduced the use of Social Media Management Software to increase interactivity.

Oil Painting Instructor, Carnegie Mellon University Jan 14 - May 14
As a seasoned oil painter of seven years; designed a course, developed a curriculum & taught Oil Painting for Stress Relief for Carnegie Mellon University students, staff and faculty for Spring '14. The class developed an open exhibition for their final project.

Marketing Teaching Assistant, Carnegie Mellon University Aug 13 - May 14
Taught students case study & data analysis to solve marketing problems based on focus groups, surveys & other marketing research. Also taught students marketing techniques to develop campaigns for real world clients.

Wed Editor & Team Leader, MyEducationCity.Com Jan 10 - Dec 12
Lead a team as Web Editor for an online voice portal for students on campus. Developed a marketing campaign using Google Analytics, focus groups & surveys to increase interactivity. Worked to improve SEO of the website.

Business Coordinator, 60Degrees Jul 14 - Sep 14
Worked at the advertising & design agency to develop campaigns for clients such as Chevrolet & National Hospitals. Was responsible for developing, pitching & implementing campaigns & organizing workshops to develop client brand personality.

Notable Projects

Children's Digital Book Designer
Designed & published an interactive iBook to teach children about selflessness while providing the reader with a rich journey through one of New Delhi's most illustrious fairs—the *Surajkund Mela*.

Puppenstein, Northwestern University
Won Northwestern University's Media Award for Best 3D animated movie. Used Autodesk Maya for character rigging.

Community Service - Nepal and Thailand
Traveled to villages in Nepal & Thailand to build libraries, donate books & computers and teach students English & basic computer skills.

ECUnited4Afrika, Doha, Qatar
Collaborated with the Qatar Red Crescent to organize an awareness campaign, raise funds and collect donations to help fight famine in Somalia. In addition to clothes and food, over \$21,000 were raised within 2 weeks.

'Barbed Wire', Northwestern University
Wrote a screenplay called 'Barbed Wire', expressing the separation between families in India & Pakistan post Kargil war.

Network Text Analysis Research, Carnegie Mellon University
Researched the use of words in screenplays and their effect on the success of a movie. Presented the research at the renowned Sunbelt Conference in Florida to experts, being the only undergraduate presenter at the conference.

Ministry of Family Affairs, Doha, Qatar
Developed a PR campaign, increasing awareness about the Ministry's role. Proposed a large scale event, banner advertisements and social media campaigns.