

# HARINI SEETHARAMAN

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## EDUCATION

### B.A. Psychology - CGPA: 9.25

Oct 2021- May 2024

SNDT Women's College, SNDT University - *Mumbai, India*

Relevant Courses: General Psychology, Development Psychology, Personality Theory and Assessment, Social Psychology, Experimental Psychology, Cognitive Psychology, Abnormal Psychology, Statistics & Research Methodology

### Higher Secondary Certificate - CGPA: 9.04

Mar 2020- July 2021

G.D. Goenka Public School - *New Delhi, India*

### Senior Secondary Certificate - CGPA: 7.82

Mar 2018- Mar 2019

G.D. Goenka Public School - *New Delhi, India*

## EXPERIENCE

### Administrative Assistant

July 2024 - Present

Orange Tribe, *Remote*

- Developed a feedback system using behavioral insights to boost client satisfaction and strengthen service quality.
- Used audience analysis to optimize social media strategies, achieving significant engagement and lead generation.
- Improved workflows by implementing efficient project tracking systems, enhancing team coordination and operations.

### Psychology Intern

June 2024 - Present

Pehchaan - The Street School, *New Delhi, India*

- Addressed learning gaps through evidence-based, tailored interventions, improving significant student engagement.
- Designed socio-emotional learning sessions fostering empathy, resilience, self-regulation, and emotional intelligence.
- Collaborated with teams for iterative feedback and used measurable outcomes to ensure impactful session content.

### Content Writer

Mar 2023 - June 2023

Psychologs Magazine, *Remote*

- Designed a mental health content calendar and produced engaging material as a part of the editorial team.
- Simplified complex psychological theories into digestible insights, enhancing accessibility for diverse audiences.
- Inculcated practical mental health tools grounded in behavioral research, fostering proactive reader engagement.

### Journalist

Jan 2023 - Feb 2023

Asiana Times, *Remote*

- Authored the top 10 most-read articles, driving reader engagement and a substantial growth in site traffic.
- Consistently produced quality articles that ranked prominently, positioning the publication as a leader in its niche.
- Implemented SEO strategies that increased article visibility by 40%, drawing in and maintaining a dedicated readership.

### Social Media Intern

Sept 2021 - Mar 2022

Exploring Psychology, *Remote*

- Engineered a data-driven social media strategy, propelling audience growth and engagement by 30%.
- Redefined social media strategy to foster a vibrant online community, improvising brand presence and reliability.
- Leveraged audience insights to curate impactful content by fostering connections and driving positive engagement growth.

## PUBLICATIONS

Seetharaman, H. (2024). *Beyond ethics: A study of attitudes towards animal cruelty among Jain vegans and non-Jain vegans*. *Contemporary Journal of Interdisciplinary Studies*. <https://cjids.in/beyond-ethics-a-study-of-attitudes-towards-animal-cruelty-among-jain-vegans-and-non-jain-vegans-2/>

## CONFERENCES

Seetharaman, H. (2023, October 7). *Voices of Compassion: A Dual Exploration of Animal Cruelty Attitudes in Vegan and Jain Vegetarians*. Paper presented at the 16th Dr. Manu Kamekar Memorial National Seminar on Indian Knowledge Systems Through the Ages, S.N.D.T. College of Arts and S.C.B. College of Commerce and Science for Women, Mumbai, India.

## SKILLS AND INTERESTS

**Software:** SPSS, Microsoft Office, Canva, Adobe Photoshop, Adobe Premiere Pro.

**Personal Interests:** Music, Art and Craft, and Reading.