

# DAISY VANDANA HORO

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## Summary

Psychology graduate with expertise in social media strategy, content creation, and client engagement within psychology-focused organizations. Skilled in developing content calendars, leading teams, and creating engaging digital content. Proficient in Canva for graphics, persuasive writing, and integrating psychological insights with real-world examples. Passionate about I/O Psychology, mental well-being, and fostering an emotionally intelligent workplace culture. Adaptable, quick learner, and committed to purposeful communication.

## Experience

### Cognizavest

Nov 2024 - Present

#### *Counseling Psychology Internship*

- Created and presented PowerPoint slides to explain psychological concepts, engaging audiences in a classroom setting.
- Conducted role-plays to simulate counseling scenarios, enhancing practical understanding of therapeutic techniques.

### That Happiness Project

Oct 2024 - Present

#### *HR Intern*

- Conducting Meetings: Organize and lead regular meetings to align interns and team members with project goals and address ongoing tasks.
- Maintaining Records: Keep detailed records to track team progress, performance, and milestones, ensuring organized documentation of activities.
- Creating Content Calendars: Develop and manage content calendars that guide social media strategies, ensuring consistent, engaging content that aligns with the project's mission.
- Supervising Interns: Oversee interns' daily tasks, provide guidance, and maintain productivity by setting clear goals and encouraging collaboration within the team.
- Fostering Team Collaboration: Cultivate a positive work environment that motivates interns to contribute their best, supporting a culture of creativity and psychological wellness.

### The Psych Perception

Sept 2024 - Present

#### *Content Curator Intern*

- Creating Instagram Carousels: Design visually engaging and informative carousels for Instagram, focusing on delivering psychology-related content in an accessible and appealing format.
- Developing LinkedIn Posts: Write and curate LinkedIn posts to broaden the platform's reach, catering to a professional audience with content that is insightful and aligned with current psychological topics.
- Generating Content Ideas: Actively brainstorm and propose new content ideas that are relevant and impactful, aiming to engage and educate audiences on both platforms.

### BetterLYF

Aug 2024 - Oct 2024

#### *Client Relationship Management*

- Client Communication: Responded to client inquiries, addressing questions and concerns with empathy and clarity to build trust and maintain a positive client experience.
- Conflict Resolution: Handled client conflicts effectively, using problem-solving skills to resolve issues and ensure client satisfaction.
- Data Management: Maintained and organized client data accurately, enabling efficient follow-ups and smooth communication.
- Counseling Training: Participated in a week-long counseling training program, gaining foundational skills in empathetic listening and client support.
- Cross-Department Collaboration: Worked closely with internal teams to coordinate and deliver on client needs, ensuring seamless service and alignment with client expectations.

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## Experience

### MindCheq

Sept 2024 - Present

#### Social Media Intern

- Developed engaging social media content focused on workplace mental health topics, increasing audience awareness and engagement.
- Managed content creation for MindCheq's social platforms, ensuring alignment with the company's mental health advocacy and professional image.

### PsychoLogs Magazine

July 2024 - Sept 2024

#### Social Media Intern

- Crafted visually appealing Instagram posts using graphic design tools, ensuring consistency with our brand aesthetic.
- Authored compelling captions and descriptions for each post, effectively conveying the intended message and engaging our audience.

### The Economic Transcript

May 2023 - April 2024

#### Content Writing

- Conducted thorough research on various economic topics to inform the creation of engaging and informative articles.
- Produced high-quality written content covering a range of economic issues, demonstrating effective communication and analytical skills.

### The Marpu Foundation

May 2023 - June 2024

#### Content Writing

- Conducted in-depth research on The Marpu Foundation, gaining comprehensive knowledge of its mission, programs, and impact.
- Developed engaging and informative content to promote The Marpu Foundation across various platforms, including websites, social media channels, and promotional materials.

## Education

### Bachelors of Arts (Englis, Psychology & Journalism and Mass Communication)

Sep 2021 - April 2024

#### St. Joseph's College for Women (Autonomous)

- Led as President of the BA Fusion Base Association, promoting interdisciplinary collaboration among students.
- Led a team of editors to produce high-quality content for the college magazine.
- Diverse coursework encouraged exploration beyond academics, engaging in photography, podcasting, filmmaking, thesis writing, and attending psychology workshops.

## Additional Information

- **Skills:** Research, Writing, Editing, Originality, MS-Office, Creativity, Empathy, Communication, Critical Thinking, Adaptability, Attention to Detail
- **Languages:** English and Hindi
- **Certifications:** Psychology Course (MyCaptain), The Fundamentals of Digital Marketing (Google Digital Garage), Social Media Marketing (Great Learning), Instagram Marketing Fundamentals (Great Learning)
- **Awards/Activities:** 3rd Position from Nehru Yuva Kendra in Photography, Head of Editorial Team of College Magazine