

She/her.

Passionate and aspiring psychologist committed to communal upliftment. Currently graduated with a B.A. (Hons.) in Psychology, seeking opportunities to apply skills in trauma support and advocate for those in need. Adept at merging analytical thinking with creative expression, specializing in research, content writing, and graphic design. Fine arts aficionado with a continuous drive for personal and professional growth.

EDUCATIONAL QUALIFICATIONS

Course (Stream)/Examination	Institution/University	Year of Passing	Performance
B.A. (Hons.) Psychology	Keshav Mahavidyalaya (University of Delhi)	2024	7.446 CGPA
AISSCE (Commerce)	Holy Child Auxilium School (Delhi)	2021	93.75%
AISSE	Holy Child Auxilium School (Delhi)	2019	89%

ADDITIONAL QUALIFICATIONS AND COURSES

- **Eclectic Approach to Psychotherapy**  
Institute of Clinical Hypnosis And Related Sciences (ICHARS) - August, 2023
- **Data Collection Methods - Case Study, Survey, Interview, Focus Group, Observation**  
SwastiVishwa Institute for Behavioral and Social Sciences - August, 2023

INTERNSHIPS

- **Perceptiviti Data Solutions**  
**Digital Marketing Consultant** [August, 2024 - Present]
  - Developed a comprehensive content calendar for all social media platforms.
  - Executed marketing campaigns on LinkedIn, utilizing analytics for campaign optimization.
  - Created engaging content related to products and services.
  - Prepared Company Decks and PowerPoint presentations for client meetings.
  - Created Monthly Newsletters, published on the company's website.**Digital Marketing Intern** [August, 2023 - August, 2024]
  - Developed a comprehensive content calendar for all social media platforms.
  - Executed marketing campaigns on LinkedIn, utilizing analytics for campaign optimization.
  - Created engaging content related to products and services.
- **Because You Matter - Client Appointment Coordinator** [October, 2023 - May, 2023]
  - Managed and scheduled client appointments through phone calls, emails, and online booking systems.
  - Provided exceptional customer service by addressing inquiries, confirming appointments, and assisting with concerns.
  - Maintained an up-to-date and accurate schedule for clients and internal resources.
  - Coordinated with team members to optimize appointment efficiency.
  - Contributed to content research and curated presentations for workshops, along with market research on psychology-related topics.
- **Sukoonghar - Graphic Design Intern** [August, 2023 - December, 2023]
  - Curated content and graphics for student examination notes.
- **Project C Foundation - Content and Research Development Manager** [August, 2023 - November, 2023]
  - Optimized content for SEO and leveraged Google Analytics for data-driven improvements.
  - Enhanced brand visibility through strategic content creation on social media channels.
  - Researched markets and industries for innovative and original content.
  - Developed and managed social media calendars, supervised team members, and maintained content quality standards.
- **Within - Content and Visual Research Intern** [August, 2023 - November, 2023]
  - Collaborated with the content and design team for script ideas.
  - Developed a mechanism for on-demand Peer Support for students.
  - Conducted surveys and created assessment reports to understand mental health needs.
  - Generated captivating content for various projects on social media platforms.
- **Pehchaan The Street School (Trust) - Graphic Design Intern** [August, 2023 - November, 2023]
  - Curated a total of 85 creatives (posts and stories).
- **Mind Diaries - Content Writing Intern** [August, 2023 - October, 2023]
  - Researched psychology-related topics and curated content.
- **Institute of Clinical Hypnosis And Related Sciences (ICHARS) - Psychology Intern** [July, 2023 - August, 2023]
  - Attended live sessions and completed a course on eclectic therapy and hypnotherapy.
  - Created social media posts summarizing key learnings.
- **Fortis Healthcare Hospital - Clinical Psychology Intern** [July, 2023]
  - Attended live sessions and submitted relevant assignments based on clinical psychology.
  - Gained insights from clinical psychology professionals.
- **Moolchand Healthcare Hospital - Clinical Psychology Intern** [July, 2023]
  - Observed case history taking and conduction of occupational therapy by professionals.

- Took case histories and MSE of patients.
  - Conducted research on "Relationship dynamics of women who faced sexual assault."
  - Participated in community outreach visits.
- Health Collective India - Mental Health Advocate** *[June, 2023 - August, 2024]*
  - Researched and wrote articles published on the website.
  - Designed social media posts and curated content for articles.
  - Transcribed and translated videos.
  - Acted as a mental health advocate for the community.
  - Gained insights from professionals in the field.
- Psyched Gurukulam - Graphic Design and Content Writing Intern** *[March, 2023 - June, 2023]*
  - Researched psychology-related topics and curated content.
  - Created graphics for social media posts, reel covers, posters, etc.
- Viral Fission - Youth Ambassador** *[March, 2023 - June, 2024]*
  - Researched brands and marketing strategies.
  - Presented the content through graphic designing.
  - Carried out various campaigns.
  - Coordinated with relevant teams/departments.

## VOLUNTEERING

- **Global Campaign Volunteer** - World Federation for Mental Health *[August, 2023 - October, 2023]*
- **Education Volunteer** - SwastiVishwa Institute for Behavioral and Social Sciences *[August, 2023]*

## POSITIONS OF RESPONSIBILITY

- **Head of Media Operations** (Mimansa, The Research Cell of Department of Psychology – KMV) *[January, 2023 - October, 2023]*
  - Managed all social media handles.
  - Aided in ideation and implementation of new plans.
- **Supervisor of Media Operations** (Inpsych, The Society of Department of Psychology – KMV) *[January, 2023 - October, 2023]*
  - Managed all social media handles.
  - Aided in ideation and implementation of new plans.
- **Public Relations and Creative Team Member** (Inpsych, The Society of Department of Psychology – KMV) *[April, 2022 - December, 2022]*
- **Curation and illustration Head** (Psynopsis, The Annual Publication of Department of Psychology – KMV) *[January, 2023 - October, 2023]*
  - Designed the entire magazine.
  - Contributed content such as articles and poems.
- **Multimedia Head** (Rotaract Club of Ingenious Minds – Rotaract District 3011) *[June, 2023 - Present]*
  - Led a team of 20+ members in multimedia and content.
  - Managed social media pages and curated content for the club.
- **Public Relations Head** (Maniera, The Fine Arts Society – KMV) *[April, 2022 - May, 2023]*
  - Managed all social media handles.
  - Led events for the cultural committee.

## SKILLS

### Technical Skills

- |   |                                    |
|---|------------------------------------|
| ● Canva - Advanced                      | ● SEO - Intermediate               |
| ● Microsoft Office Suite - Intermediate | ● Graphic Designing - Intermediate |
| ● Research - Intermediate               | ● Digital Marketing - Intermediate |
| ● Content Writing - Intermediate        | ● Figma - Beginner                 |

### Soft Skills

- |                        |                         |
|------------------------|-------------------------|
| ● Empathetic Listening | ● Organizational Skills |
| ● Leadership           | ● Teamwork              |
| ● Active Communication | ● Critical Thinking     |
| ● Adaptability         | ● Conflict Resolution   |
| ● Time Management      | ● Interpersonal Skills  |
| ● Problem Solving      |                         |

## LANGUAGES

- English - Fluent
- Hindi - Fluent
- Punjabi - Reading and Writing Proficiency