

Hardik Rai Gupta

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Summary

Experience:

- **Writing (Fictional and Non-Fictional, 5+ years):**

Throughout my writing career, I have consistently demonstrated proficiency in creating compelling fictional and non-fictional content, including blog writing and reports, while upholding stringent quality standards. My experience spans both fiction and non-fiction domains. During my tenure at HopeQure, I meticulously crafted engaging blog posts that informed and entertained our audience. Whether weaving fictional narratives or delving into factual content, I tailored my writing style to suit diverse genres and audiences, ensuring that each piece of content adhered to the highest standards of quality and relevance.

- **Research (Primary and Secondary, 3+ years):**

I have developed strong research skills to effectively gather and analyse information using primary and secondary research methods for comprehensive data collection. My ability to conduct thorough primary and secondary research has been crucial as a researcher. Whether it involves gathering data for research papers or dissertations, I delve into credible sources, meticulously analyse information, and produce well-informed reports. From exploring diverse topics to synthesising complex data into

coherent narratives, my research skills have been instrumental in delivering high-quality academic work.

● **Social-Media (Content Curation & Strategizing, 2+ years):**

I possess a robust skill set in developing compelling content for various social media platforms, managing accounts, engaging with the audience, and optimising content for enhanced visibility. These proficiencies were demonstrated during my tenure at HopeQure, where I was tasked with creating written and visual content aligned with the company's brand and target audience. By leveraging colour theory, I ensure that the shades and tones in the content complement the company's branding guidelines, resulting in visually captivating material that reinforces the brand identity. My meticulous attention to detail adds depth and vibrancy to these digital platforms. Additionally, I can produce visually striking vector art and posts, showcasing creativity and design insight, thereby contributing to the visual identity of various projects and campaigns.

● **Creative Vision and Quick Ideation:**

Throughout my academic journey, I have actively pursued innovative learning methodologies, whether through collaborative projects or classroom discussions. I can consistently contribute unique ideas and perspectives, fostering stimulating dialogues. My experience at HopeQure involved creating compelling blog content within strict timeframes. My ability to swiftly generate and develop fresh concepts enabled me to regularly deliver dynamic and captivating material.

Skills:

- Psychological Research (Primary and Secondary) -Creative Writing, Social Media Blogging
- Social Media Content Creation and Management -Vector Art (Adobe Illustrator, PicsArt)
- Photo & Video Editing (Basic Proficiency) -Statistics, SPSS (Basic Proficiency)
- Microsoft Office (Intermediate) -Canva (Advanced)
- Client Interaction
- Project Management

- Administrative and Clerical Skills
- Critical Thinking
- Problem-Solving -Team Building

Creative Ideation: Proven ability to generate innovative and novel ideas, contributing to unique projects and solutions.

Leadership Experience: Spearheaded the operations at Wellenzi by organising all the work and coordinating with all stakeholders in ensuring all areas of work were taken care of.

Former Scouts Captain displayed leadership skills in guiding and organising team activities.

Language Proficiency: Proficient in both Hindi and English.

Experience

Currently-

- **Client Relations Specialist**
Glimpz |Fashion Psychology (Internship)
September 2024- Present

- **Operations and Marketing Lead**
Wellenzi (Part-time)
September 2024-Present

- **Community Volunteer**
Warriors Without Cause NGO
April 2024-Present

- **Research And Development Specialist**

- Sensei (Freelance)

- Jun 2024 – Present

- Actively contributing to the research and development of India's first-of-its-kind platform designed to revolutionize the Indian education system

- **Prompt Engineer**

- Outlier (Freelance)**

- Jun 2024 - Present

- Oakland, California, United States · Remote

- **Clinical Psychology Intern**

- Fortis Healthcare (Internship)

- Jul 2024 - Jul 2024 ·

- New Delhi, Delhi, India · Remote

Formerly-

Project Intern

HopeQure.com

Dec 2023 – Mar 2024 (4 months)

- Managed multiple priorities effectively while delivering consistent results under tight deadlines throughout the internship period.
- Assisted with social media content creation with various content forms including graphical posts and video reels.

- Compiled and drafted articulated blogs and written content on various psychological phenomenon.
- Supported project managers in monitoring project *progress and* maintaining up-to-date documentation and reports.
- Applied problem-solving skills to resolve unexpected challenges that arose during ongoing projects swiftly and efficiently.

Student Intern

Mangalkari Public Welfare Trust

Jul 2022 - Sep 2022 (3 months)

Undertook this internship as part of my HVCO project. Had quite a few interactions with underprivileged kids and families and was able to understand their socioeconomic status and conditions and consequently conduct drives to help them learn new things and keep them engaged. It was quite a fun and learning experience!

Education

Amity University, Noida Campus

Integrated *Masters in Psychology*, Clinical Psychology

2021 - 2026