

KOUSANYA DHAR

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PROFILE SUMMARY

Detail-oriented, ambitious, academically inclined, and creative individual with experience in leading and managing projects and diverse teams. BBA (Honors) Graduate with a specialisation in Marketing and Entrepreneurship, and a keen interest in design. Adept at directing social media strategy for social organisations and Edtech. A proficient content writer with creative pieces published in anthologies, and a sound orator with experience in hosting events.

EDUCATION

Bennett University (Times of India Group), Greater Noida [2020 - 2023]

- Bachelor of Business Administration Honors (BBA) in Marketing: 9.87/10 CGPA

Scottish High International School, Gurugram [2006 - 2020]

- International Baccalaureate Diploma Programme (IBDP) XII [2020]: 41/45, School Topper
- International General Certificate of Secondary Education (IGCSE) XI [2018]: Distinction

INTERNSHIP EXPERIENCE

The Ascott Limited [06/2022 - 08/2022]

Marketing Research intern

- Collected 80+ responses from top-level corporates by conducting primary market research
- Formulated project presentation on Indian Market Percept Value of service apartments vs luxury hotels to aid Ascott in its possible expansion plans into Indian subcontinent

Project Qadira [11/2020 - 08/2022]

Project Head

- Managed the entire project and departments including PR & Outreach, social media, and Marketing
- Impacted 7000+ lives as the Education and Creative Head: Curated and conducted several educational workshops, talks and live sessions about menstrual literacy, sex education, etc.
- Organized 'PERIOD CYCLES' Cyclothon to spread menstrual literacy awareness. Hosted over 60 participants
- Organized 'PEHEL': Nationwide Menstrual health and Sex Education Movement (powered by Enactus India) and trained 40+ teams (200+ participants)

Rostrum Education [09/2020 - 07/2022]

Social Media Strategist

- Handled PR, social media, and email marketing on MailChimp
- Created 5+ stories for social media daily (content writing and designing through Canva)

WICCI Delhi Mentoring & Skill Council DMSC [02/2021 - 03/2022]

Core Member, Changemaker

- Conducted Live Project with Crystal Triangle in empowering women entrepreneurs
- Designed marketing material, and hosted webinars on Cybercrime, workplace discrimination, etc.

QUOLLAB [04/2021 - 04/2021]

Marketing Trainee Apprenticeship

- Developed understanding of marketing analytics and media planning, working with virtual company 'Home Sure' to build marketing and retention dashboards. Commended for excellent performance.

CERTIFICATIONS

- Understanding Research Methods, Coursera [02/2023]
- Using Google Forms to Analyse User Research Data, Coursera [02/2023]
- EBSCO Training on EBSCOHost General [02/2023]
- JobRise Finishing School, Wadhvani's 21st Century Core Employability Skills Program [12/2022]
- Foundations of Digital Marketing and E-commerce, Coursera [11/2022]
- Diploma in Project Management, International Business Management Institute (IBMI), Berlin [04/2020]

POSITIONS OF RESPONSIBILITY

SOMCOS, Bennett University [02/2023 – 06/2023]
Secretary

- Hosted and organised University Alumni Meet 2023
- Organised university management fest 'Zenith'

School of Management, Bennett University [09/2022 – 02/2023]
Social Media Head

- Directed content writing, proofreading and design for University's LinkedIn

Enactus, Bennett University [11/2020 – 06/2023]
Chief Advisor, Board of Advisors

- Led a team of 60+ individuals across different departments as part of the Governing Body
- Previously the 'Creative Head' [2021] and 'Planning and Communication Head' [2020]. Responsible for ideation, content creation, design, project & marketing strategies, training team members, etc.

Student Council, Bennett University [10/2021 – 07/2022]
Social Media Head

- Led a specialised team to curate social media content for first-ever BU Alumni Meet 'Manzar'
- Spearheaded social media marketing for college fest 'BLUEMOON 6.0' and other intra-college events

Shelf Awareness Drive [12/2018 – 08/2021]
Co-Founder

- Initiated book collection and donation social organisation to foster a culture of reading
- Led 100+ volunteers, collected and donated 3000+ books to rural schools and public libraries in Delhi NCR

PUBLICATIONS

Published creative works in anthologies: 'Catharsis' [02/2021], 'Dating after Death' [09/2020] and 'Mom's the Word' [08/2020] by The Impish Lass Publishing House

KEY SKILLS

- **Technical skills:** Canva, MailChimp, content writing, certified MS Office Specialist
- **Other skills:** leadership, collaboration, critical thinking

ADDITIONAL INFORMATION

Marketing & PR Volunteer, TEDx, Bennett University [02/2021 – 05/2021]

Co-founder, Resources4Rural [2019 – 2020]

Official Campus Ambassador Internship, International MUN [08/2020]

Social Responsibility Captain, Highschool Student Council [2019 – 2020]

Editor, Highschool Editorial Board for magazines 'Northwind' and 'Highwriter' [2018 – 2020]

Organizer and speaker, International Autism Conference and Special Olympics Bharat [2020]

