

## RESUME

NAME: ANANDITA GOENKA

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### EDUCATION:

B.D. SOMANI INTERNATIONAL SCHOOL, MUMBAI.

- Completed the (I.B) International Baccalaureate Exams: 36/45 points 2015
  - Completed the (I.G.C.S.E) International General Certificate of Secondary Education (4 A\*s and 5As, 88% with distinction) 2013
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### ACADEMIC AWARDS AND HONORS:

- Honor Roll for academic consistency in grades 9, 10, 11 and 12. 2011-2015
  - University of Cambridge (ICE)- Highest distinguished certificate for achieving 4A\* s and 5As in the I.G.C.S.E. 2013
  - Academic Excellence for Environmental Management in grades 9 and 10. 2011-2013
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### GAP YEAR EXPERIENCES: 2015-2016

- **Bhau Daji Lad Museum** : I volunteered at a heritage museum for three weeks during my gap year. I was an art history guide for school children, and shared my knowledge about the history of Indian artifacts with them.
- **Work Experience at Noesis Ventures:** I interned at my father's investment banking company for three months. While interning there, I learnt to invest independently, and gained knowledge about private wealth management, international trading and wind power generation.
- **Tao Art Gallery:** Working at the gallery gave me an insight into art curation, creative expression, and the importance of aesthetics in a society. I also attended workshops and lectures by prominent Indian artists, and was introduced to performance and installation arts.

- **2 ONLINE COURSES:-**

- **Digital Marketing:** I did an online course in 'Marketing in a Digital World' by the University of Illinois at Urbana-Champaign. This gave me an insight into how digital tools such as the internet and 3D printing have revolutionized the era of marketing

- **Psychology:** I did a course in 'Introduction to Psychology' by the University of Toronto. This introduced me to the concepts of cognitive abilities, human development, and human behavior.

- **Internship at Accessorize India:** Being interested in fashion business, I interned for 3 weeks at Accessorize (UK brand). I worked in the following departments: Marketing, Merchandising and Retail.

- WEEK 1:** I worked in the Marketing Department, where I learnt about Digital Marketing, Public Relations Tracking of fashion magazines, Blogger Collaboration, and Designing Contests on Instagram for Promoting the Brand.

- WEEK 2:** While working in the Merchandising Department, I learnt about the concept of merchandising (sourcing, storage and distribution of merchandise). I learnt about E-commerce/ online shopping, and learnt to work on Excel Sheets.

- WEEK 3:** While working at the Accessorize store, I learnt about what to display on the shop window, about aesthetic appearance, and the different stories (colors and mood) of the season. I also learnt about the floor layout of the store, and strategic placement of goods.

- **Internship at Viacom 18:** I interned for duration of 4 weeks at the Viacom18 Company, in the Consumer Products Department. I job shadowed the Marketing Head where I learnt how to design campaigns for MTV products(clothing), Roadies Jackets and Colors Voylla Jewelry.

- While working there I also worked to organize data on Excel Sheets, design contest to win free merchandise and make PowerPoint presentations for our company's clients. Additionally, I design campaign slogans for various Social Media platforms such as Twitter, Instagram and Facebook.

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## ECONOMIC EXPERIENCES:

2015

- **Valuation on 3 Online Portals (Research Paper) :** I examined portals such as Snapchat 'Discover', Uber and Pinterest. I also studied the valuation of these companies and compared them to those of other portals.
- **Valuation of Prominent Indian Artists (Research Paper):** Being an art enthusiast, I studied the art works of legendary Indian artists, and examined factors that add value to the paintings of these artists.
- **Economics I.A. (IB):** On topics such as the European Union ban on Indian Alphonso Mangoes (International Economics) and Tax Breaks in Ireland (Macroeconomics).

## PHOTOGRAPHY PURSUITS:

2013-2015

- **Photography Expedition:** I undertook a photography expedition on Mumbai during my gap year. The four main themes of the project were local street food, architecture and heritage, bazaars and unique sights.  
Link: <http://ananditagoenka.portfoliobox.net/>
- **Photography Club:** I was a member of my school's photography club in grade 10, and gained valuable editing and Photoshop skills.
- **Photography Workshop:** I attended a photography workshop called 'Eyes through Lens' in the summer of 2013. I learnt the technical aspects of professional photography under the guidance of a fashion photographer.

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## LEADERSHIP INITIATIVES:

2013-2014

- **Head of the Financial Department in the Yearbook Committee :** My role in the committee involved attracting sponsors to raise funds, and using strategies such as market research to increase revenue. We set up stalls at school functions like the Annual Sports Day, to raise revenue.
  - **Co-Leader of Project Chirag:** My team fixed solar panels on the rooftops of huts in the villages of rural Gujarat. We also distributed some panels among the villagers, and instructed them how to use the panels via brochures.
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## COMMUNITY OUTREACH:

2013-2015

- **A.D.A.P.T.-** Taught basic English and mathematics to intellectually disabled children throughout grades 9 and 10.
  - **Municipal School:** Taught origami and art to the children of the municipal school in the fishermen's colony, throughout grades 11 and 12.
  - **Vatsalya Foundation:** Volunteered to teach the school children of the Vatsalya Foundation dancing. I helped choreograph a dance for them, which they performed in my school's annual day function.
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## EXTRACURRICULAR ACTIVITIES:

2011-2015

- **Model United Nations :** Participated in B.D.S.M.U.N in grades 9, 10, 11, and 12, as a delegate representing different countries in committees such as E.C.O.S.O.C and G.A.
- **Annual Day Participation:** Participated in my school's annual day function as a dancer in grades 9,10, 11, and 12.
- **Debate Society:** An active member of my school's debate club in grade 9 for two quarters. It sharpened my public speaking ability, communication and research skills.
- **Yearbook Committee:** I was a journalist and Photographer in my high school's yearbook committee. I also worked on the design layout sector using Photoshop in the creative department.
- **Film Appreciation Club:** I was an active member of this club during high school, and learnt how to critique and evaluate a wide range of films.
- **Art Class:** I pursued my passion for Art by taking classes outside of school. I would practice with various mediums, such as charcoal, watercolors and oil on canvas.
- **Other Interests:** Yoga, Travelling, Table Tennis, Reading and Learning Foreign languages.

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