# **Aarushi Roy**

#### **EDUCATION**

## **Masters In Development Studies**

Ignou University 2022 - 2023

#### B.A. (Hons.), Political Science

Miranda House University Of Delhi

2018 - 2021 CGPA: 8.04/10

# Senior Secondary (XII), Arts

Study Hall School (CBSE board)

Year of completion: 2018

CGPA: 10.00/10

## Secondary (X)

Study Hall School (CBSE board)

Year of completion: 2016

CGPA: 8.80/10

#### **JOBS**

#### **Digital Marketing Associate And Content Writer**

Dreamworld Resorts, Lucknow

Jan 2023 - Jun 2023

Promotion of brand through social media marketing, putting up posts, managing social media handles, writing articles and blogs for target audience.

updating people about new activities, facilities and addressing their queries regarding the events.

#### **INTERNSHIPS**

#### **Social Entrepreneur**

Hamari Pehchan NGO, Virtual

Jul 2022 - Jul 2022

My responsibilities as a social entrepreneur includes fund raising, poster designing, social media awareness, giving up relevant content regarding the NGO and working to boost its cause.

#### Surveyer

CSDS, Delhi

Oct 2019 - Oct 2019

My responsibilities included door to door survey during election times 2019, collecting opinion polls of potential voters , understanding diversity of views ,support for different political parties and expectations of people from them.

# POSITIONS OF RESPONSIBILITY

have been in the department union for straight three years, representative of political scince department for 2 years, organised various departmental seminars, active part of the quiz society of the college,

#### **TRAININGS**

## **Data Analytics**

Coursera, Online Jun 2023 - Present

#### French

Internshala Trainings, Online Jul 2022 - Present

#### French Language

Internshala Trainings, Online Jun 2022 - Aug 2022

Successfully completed a 6 weeks online certified training on French Language. The training consisted of Introduction to French, Presenting self, family, and others, Going Out, and Other day-to-day uses of French modules. In the final assessment, I scored 33% marks.

SKILLS

# English Proficiency (Spoken) English Proficiency (Written)

Advanced Advanced

MS-Office Social Media Marketing

Advanced Advanced

Creative Writing Search Engine Optimization (SEO)

Intermediate Intermediate

Digital Marketing Linux

Advanced Advanced

WordPress Data Analytics
Advanced Intermediate

Email Marketing Search Engine Marketing

(SEM)

Advanced Advanced

Instagram Marketing Facebook Marketing

Advanced Advanced

Blogging Report Writing

Advanced Advanced

Research and Analytics Design Thinking

Advanced Advanced

ADDITIONAL DETAILS secured rank 1 in 12th boards.

CBSE topper certificates in psychology and history in st 12

school topper

completed internship with election commission, (CSDS) Delhi

attended legal workshop (15 days), Miranda House

1st position in inter college debate competition -Chemflux-

SRM university