

## EDUCATION

### **B.A.(Major in English Literature)**

University of Delhi  
2023 - 2027

### **Senior Secondary (XII), Commerce**

DELHI PUBLIC SCHOOL  
(CBSE board)  
Year of completion: 2022  
Percentage: 91.00%

### **Secondary (X)**

CBSE board  
Year of completion: 2020  
CGPA: 10.00/10

## WORK EXPERIENCE

### **Content Writing**

chegg , Virtual  
Internship • Jan 2023 - Dec 2023 (11 months)

### **Editor**

chegg , Virtual  
Job • Jan 2023 - Dec 2023 (1 year)

### **Content Writing**

Cox Interprizes, Virtual  
Internship • Jul 2020 - Nov 2020 (5 months)

## TRAININGS

### **Event Management**

University of Delhi, Delhi  
Sep 2023 - Present

### **Marketing**

University of Delhi, Delhi  
Sep 2023 - Present

### **Public Relations**

University of Delhi, Delhi  
Sep 2023 - Present

### **Digital Marketing**

University of Delhi, Delhi  
Nov 2022 - Sep 2023

## PROJECTS

### Accenture North America Project Management Job Simulation on Forage - February 2024

Feb 2024 - Feb 2024

Completed a job simulation where I acted as a project manager for a hypothetical client who were launching a new brand.

Mapped suitable project management approaches including Plan Driven, Agile, Second Agile and Hybrid to a portfolio of projects.

Presented a project status update to senior leadership and project team members.

### lululemon Omnichannel Marketing Job Simulation on Forage - February 2024

Jan 2024 - Jan 2024

\* Completed a job simulation involving building a new digital and omnichannel marketing strategy product for lululemon.

\* Created an integrated marketing plan and creative brief for lululemon's newest at-home fitness platform, MIRROR, designed raise awareness of the product and core values relevant to lululemon's position within communities.

\* Developed a concept for a new digital product or customer experience that lululemon could implement within the technical athletic apparel space.

\* Reviewed the profiles of current lululemon global ambassadors and create hypothetical profiles for local ambassadors to further lululemon's new "Power of Three x 2 Growth Strategy".

\* Calculated key marketing metrics based on data from a recent lululemon ambassador campaign and communicated findings from the data to manager.

## SKILLS

### English Proficiency (Spoken)

Advanced

### Content Writing

Advanced

### Search Engine Optimization (SEO)

Intermediate

### Hindi Proficiency (Written)

Advanced

### Copywriting

Advanced

### English Proficiency (Written)

Advanced

### Creative Writing

Advanced

### Hindi Proficiency (Spoken)

Advanced

### Marketing

Advanced

### Digital Marketing

Advanced

## Project Management

Intermediate

### WORK SAMPLES

#### Other portfolio link

[https://docs.google.com/document/d/1Qe9glzxDWep1I7Qz4lih5OhiATG2gCh4UyfFrS\\_B69Y/edit?usp=drivesdk](https://docs.google.com/document/d/1Qe9glzxDWep1I7Qz4lih5OhiATG2gCh4UyfFrS_B69Y/edit?usp=drivesdk)

### ADDITIONAL DETAILS

Scholar badge holder in class 11th.

Secured second position in English debate competition at the school level

Secured first position in English news anchoring at school level.

Scored 91% in class 12th CBSE examination.