

SNEHAL DOGRA

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EDUCATION

DIPLOMA: INTERNATIONAL AFFAIRS & DIPLOMACY <i>Indian Institute of Governance and Leadership (IIGL)</i>	2025
MASTERS OF ARTS: HISTORY <i>Distance Education</i>	2023 - 2025
BACHELORS OF ARTS (Hons): HISTORY <i>Hansraj College, University of Delhi</i> <i>First Division</i>	2018 - 2021
HIGHER SECONDARY (CLASS XII) <i>New Green Field School, Saket, New Delhi</i> <i>95.75%</i>	2017 - 2018

WORK EXPERIENCE

VERTICAL LEAD - EDITORIAL | *Ace My Prep Pvt. Ltd.* **Oct 2023 - Oct 2024**

- Successfully managed the editing process in the application journey for over **200+ clients**, creating personalised documentation that resulted in offers from prestigious global universities, including **Ivy League institutions**.
- Secured university offers for clients from top institutions such as Columbia University, Cornell University, Carnegie Mellon University, Northwestern University, New York University, National University of Singapore, Imperial College London, and London School of Economics through premium editing, achieving a **95% client satisfaction rate** by ensuring high-quality support throughout the editing journey.
- Optimised operational efficiency, resulting in a **15% reduction** in time consumption and improved strategic processes across the team.
- Underwent rigorous **research** and **analysis** to cover every aspect of universities and courses offered, ensuring all documentation aligns with curriculum, coursework, campus activities, networking opportunities, class profiles, and fellowship programs.
- Collaborated closely with candidates, incorporating their inputs, conducting in-depth research, and finalising documents with a strategic mindset to extract valuable insights from thousands of resources.
- Led and successfully managed a **backend editing team** of remote writers, providing guidance and support to ensure consistent quality and efficiency.
- Conducted regular **team meetings** and **training sessions** for new editors in operations, research methodologies, and client relationship management, enhancing team capabilities and maintaining high satisfaction rates.
- Implemented a rigorous reviewing mechanism, keeping a keen eye on the intricacies of document requirements and institutional guidelines.

Technical Skills Used: Customer Relationship Management (Zoho CRM) Software, Google Spreadsheets, Communication Tools- Familiarity with social media marketing tools, video conferencing software (e.g., Zoom, Microsoft Teams, Google Meet), and other communication platforms (Zoho Cliq).

DATA TEAM MEMBER | *Ace My Prep Pvt. Ltd.* **May 2023 - Present**

- Collaborated with the data team to develop a **streamlined database product** for university shortlisting, consolidating detailed information on course structures, eligibility, fees, and scholarships.
- Led initiatives to improve **data accuracy and relevance**, ensuring clients received up-to-date and comprehensive information.
- Implemented data-driven strategies to enhance the university application process, resulting in more efficient and effective client support.
- Analyzed trends and patterns in university admissions data to provide actionable insights for optimizing client outcomes.
- Updated and filled data records, ensuring all information was current and accurately maintained.

Technical Skills Used: MS Excel, Business Management Software (Zoho One), Research and Development, Data Entry and Updation.

CONTENT WRITING INTERN | *NGO TeamEverest* **Aug 2023 - Oct 2023**

- Crafted engaging and informative content for the NGO's website, blog, social media platforms, newsletters, and marketing materials.
- Developed stories and articles highlighting the NGO initiatives, success stories, and impact on the community.
- Conducted thorough research on various topics relevant to the NGO's mission and programs.

PROJECTS

Blog Website Developer & Content Creator | *WordPress (Self-driven)* [Link](#)

- Developed a blog website from scratch using WordPress, ensuring a user-friendly and visually appealing design.
- Crafted and published regular, high-quality content that engaged readers and drove traffic to the site.

LEADERSHIP AND SERVICE

Member | *Youth Parliament*

- Actively participated in youth parliament sessions, contributing to debates, discussions, and policy-making simulations.
- Developed strong public speaking skills through regular presentations and debates.
- Enhanced critical thinking by analyzing and formulating policies on various societal issues.
- Strengthened leadership abilities by leading committees and coordinating group activities.

CERTIFICATES AND LICENCES

Project Management, *Coursera*

Digital Marketing, *Google*

Global Diplomacy: Diplomacy in the Modern World, *Coursera*

Copywriting, *Udemy*

German A1, *Language Pantheon*

SKILLS

Languages: Fluent in English & Hindi, Beginner in German (A1), Beginner in French.

Technical: Microsoft Office (Excel, Word, PowerPoint), Editing and Proofreading Tools, Content Management Systems (CMS), Document Creation Software, Canva, WordPress.

Professional: Data Collection, Technical Writing, Market Research, Strong Verbal and Written Communication, Leadership and Team Management, Attention to Detail, Client Relations, Time Management, Team Collaboration, Training and Development, Quality Control.