

Ayush Kumar

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#### EDUCATIONAL QUALIFICATIONS

Course (Stream)/Examination	Institution/University	Year of Passing	Performance
10th Board Examination	St. Lawrence Public School, C.B.S. E	2016	10 CGPA
12th Board Examination	Hansraj Smarak Sr. Sec. School C.B.S. E	2019	86.50%
B.A.(Hons) English	Dyal Singh College, Delhi University	2022	6.7 CGPA

#### INTERNSHIPS, LIVE PROJECTS, VOLUNTEERING EXPERIENCE

- **BetterLife Horizons Pvt. Ltd (Stealth Based start-up led by former Unicorn Co-Founder) [September-October 2022]**
  - Reported directly to the Founder's Officer
  - Created Brand Image as directed
  - Defined the design language of the company and the content that is to be presented.
  - Was given an offer of **Business Analyst** after completion of the internship
- **UNITED NATIONS, OHCHR** (November 2021-January 2022)
  - Was directly involved with Dr. Geetanjali & Dr. Chitralekha Massey in the report curation of the pilot crowdsourcing project. Helped develop posts on all social media platforms.
  - Curated emailers, templates, follow-ups, and infomercials as and when required
  - Compiled, completed, and proofread the final report submitted to the UN, OHCHR office as the **Sole Content Lead** in the team.
- **OyeBusy Technologies Pvt Ltd., Content Writer** (May-July, 2020)
- **Koders IN, Content Writer** (August-September, 2020)
- **ManOkay** (March-June, 2020)
  - Curated articles and impacted the life of the reader through words. Did a plethora of extensive research on meditation, philosophy, and way of living.
  - Proofread generated SEO-friendly content, had the on-deck experience of working with WordPress, Yoast SEO, All-in-one SEO
  - Curated an E-Book and handled a team of 3 interns
- **Metvy, Gurgaon (In Office Project)** (Sep-Oct, 2019)
  - Did R&D for app development and gave feedback.
- Ran a pilot run of the application in the strata of allotted people and created the survey report.
- **Leaders for Tomorrow, NGO** (July 2020 – August 2021)
  - Branched out from the cocoon of being just a content writer and discovered the managerial subset of implied skills alongside leading with empathy and due diligence. Worked as an integral part of team management, leading a team of numerous individuals at different times as and when required. Hosted webinars, tapped into sponsors & schools for the National Essay Writing Competition

#### PROJECTS UNDERTAKEN

- **Project ENVISAGE, ENSO – The official E-Cell of Dyal Singh College:** A start-up consultancy project providing relevant interns
- **Project Sahyog:** Initiated under The Rotaract Club of Dyal Singh College

#### POSITIONS OF RESPONSIBILITY.

- **President, ENSO – The official E-Cell of Dyal Singh College (2021-22)**  
Lead a team of 150+ members. Hosted one of the landmark events of the college getting a startup from **Shark Tank India** to participate in a competition. Tapped in Venture Capitalists willing to invest 1-2 Crore Rupees in suitable ideas. Partnered with India Accelerator Firm, Cornitos, D2C, Hunk Water, etc. Ranked 4 in the IIT-Bombay National Entrepreneurship Challenge.
- **Head of Content – Rotaract Club of Dyal Singh College (2020-21)**
- **Vice President – Resonance, The Western Music Society of Dyal Singh College (March – June 2020)**  
Raised an amount of INR 1,83,000 for a fundraiser by setting up a roster of online music performances

#### AWARDS & ACHIEVEMENTS

- Semi-Finalists – SEED Sustainability Competition Hosted by Global Youth India
- Rank 4, IIT-Bombay National Entrepreneurship Challenge
- Main Host, Priyadarshini – Annual Fest of Dyal Singh College, 2019
- The E-Cell of the College witnessed participation from BITS Pilani, IIT-Delhi under my leadership with over 30+ Start-Ups registering for the competition.
- Organized and lead ENVISION – 2022, The Grandiose E-Summit of Dyal Singh College

#### OTHER INTERESTS & ACTIVITIES

- Music production - adept in the use of FL Studio, music production, mixing-mastering, podcast curation, and script writing. Knows how to play guitar

- Graphic Designing – Through Canva