

Sehaj Bajaj

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EDUCATION

- **B-TECH CSE** | University of Petroleum Energy and Studies, Dehradun *CGPA: 8.95 | (Aug'22 – Present)*
- **XII (CBSE)** | Bhatnagar International School, New Delhi *95% | 2022*

EXPERIENCES

- **Social Worker DATRI Blood Stem Cell Donors Registry** *(Jun 23 - Jul 23)*
Volunteered for DATRI to expand the registry, aiding in recruiting 100+ eligible blood stem cell donors. Assisted in organizing donor drives, contributing to a 25% increase in registered donors within the target demographic.
- **Marketing Intern – UPES, Dehradun** *(Jan 24 – April 24)*
Contributed to various aspects of marketing strategy implementation. This included conducting market research to identify emerging trends, assisting in the development of promotional campaigns and materials, and supporting the execution of marketing initiatives. Additionally, I collaborated with team members to manage social media platforms and create engaging content to enhance brand visibility and reach.

POSITION OF RESPONSIBILITIES

- **Sub-Head Media Team Avishkarnam - The Literary Club of UPES** *(Oct 23 - Present)*
Direct the media team, overseeing content creation and bolstering the online presence for Avishkarnam. Increased social media engagement by 40% through strategic content campaigns and collaboration initiatives.
- **Graphics and Design Head - The Explorers** *(Sep 23 - Present)*
Spearheaded graphic design efforts, ensuring a cohesive brand identity. Revamped visual assets, resulting in a significant rise in user engagement across digital platforms.
- **CR | Batch-2 GG, School of Computer Science, UPES** *(Aug 23 - Present)*
Act as a liaison between students and faculty, facilitating effective communication and organizing academic support initiatives. Initiated weekly study groups resulting in a 15% improvement in course completion rates among peers.

SKILLS

- **Adobe Premier Pro:** *(2+ Years Experience)*
Produced engaging videos, driving a 25% increase in viewer retention and 30% higher social media engagement.
- **Adobe Illustrator:** *(2+ Years Experience)*
Designed captivating vector assets, elevating brand recognition by 20% across online and print materials.
- **Adobe Photoshop:** *(2+ Years Experience)*
Enhanced visuals, yielding a 40% growth in social media engagement and expanded organic reach.
- **Photography:** *(1+ Years Experience)*
Curated compelling images, contributing to a 10% increase in digital platform engagement.
- **Content Creation:** *(1+ Years Experience)*
Developed diverse content strategies, fostering a 35% boost in audience engagement.
- **Creative Thinking:**
Introduced innovative design elements, resulting in a 30% rise in audience interaction for projects and campaigns.
- **Social Media Management:** *(1+ Years Experience)*
Directed social media strategies, achieving a 30% increase in followers and 50% higher overall engagement.

SOFT SKILLS

- **Communication:**
Effectively convey ideas, both verbally and in writing, to team members and stakeholders.
- **Creativity:**
Generate innovative and original marketing ideas and campaigns.
- **Adaptability:**
Quickly adjust to new tasks, projects, or changing priorities within a fast-paced marketing environment.
- **Collaboration:**
Work efficiently within a team to achieve common marketing goals and objectives.