

# Bareesha Singh

STUDENT AMBASSADOR - CARDIFF MET. UNIVERSITY, UBS CAMPUS  
SPOKEN WORD POET | CO-AUTHOR | CONTENT CREATOR | ANCHOR



## EXPERIENCE

### *Raising Brands - Euphoria Career Guidance*

#### 2022 SENIOR EXECUTIVE

- HR Management
- Led a team of 3
- Equipped with tools like Later, GoDaddy Digital Suite, Notion etc.
- Digital Media Strategizing

#### 2021 EXECUTIVE

- Graphic designing
- Video Editing
- Digital Marketing
- Student Coordination
- Research and Development

### *Young Leaders for Active Citizenship (YLAC)*

#### 2022 VIDEO ANCHOR: DIGITAL CHAMPIONS PROGRAM (HINGLISH)

A program aimed at enabling high school students to create a more equitable and safe digital world. Anchored the complete Hindi module of 7 videos.

#### 2021 FELLOW (JUL 2021 - SEPT 2021)

- Teamwork
- Leadership
- Advocacy
- Digital Marketing
- Content Creation
- Social Media Management
- Brand Building
- Collaborations

### *Enactus UBS*

#### 2023 PRESIDENT - ENACTUS UBS (APRIL 2023 ONWARDS)

- Leading 3 Projects with a team of 30+ Members -
  - Ikshana ( A project to help rural India detect preventive blindness)
  - Roop (Working on recycling & upcycling Plastic)
  - Kiah (Promoting women health & wellbeing)

#### 2022 PROJECT HEAD - KIAH (AUG 2022 - PRESENT)

- Led a team of 12 people for a social entrepreneurship project, Kiah, that works in the domain of women health and wellness, particularly promoting menstrual health among rural women.
- Worked on Business Development, ideation, market research, product development etc.
- Got biodegradable sanitary napkins manufactured, self-labelled and launched, led the pilot sales phase and worked on collaborations under them. The project has been submitted in 2 international competitions under Enactus International.

#### 2021 MARKETING EXECUTIVE (NOV 2021 - AUG 2022)

- On Ground Marketing Campaigns
- Digital Marketing
- Market Research & Business Development
- Content Creation
- Brand Building

### *Girl Up UBS - Jan 2022 onwards*

#### 2022 PRESIDENT (OCTOBER 2022 - PRESENT)

- Headed a team of 60 MBA Students and worked in areas of women empowerment
- Conducted awareness campaigns regarding gender equality, sex-education, menstruation etc.- online & offline
- Curated Storytelling events and Leadership Summits like "The Untold Story", with eminent guests like Zoya Lobo, Sybil Miranda etc.

#### 2021 MARKETING & PR EXECUTIVE

- Heading Social Impact Projects
- Event Planning
- Content Writing
- Social Media Marketing

## Personal Profile

Self motivated, who believes in strong work ethic and creative ability. Seeking to learn and evolve with best of the academicians and industry leaders to raise the bar of my knowledge, skills, logical and leadership side from this program. Shall leverage the proven experience as a competent person and contribute to the corporate world. Highly focused and responsible student, who promises to contribute strongly with enthusiasm, charismatic communications skills, and an exemplary work ethic.



## EDUCATION HISTORY

- Pursuing BBA+ MBA - Cardiff Met. University, UBS Campus - Third position in first year with 73%.
- Digital marketing Google certification
- Class XII - MVN School(Scholar's Batch - Non-Medical with Computer Science) scored 96.2%
- Matriculation - DAV Public School and scored 95% marks.
- Sangeet Bhushan Final -Pracheen Kala Kendra in 2016 with First division

## Notable Strengths

- **Communications:** Convey information persuasively both orally and in writing. Facility for building positive relationships with others with humor, helpfulness, and cultural sensitivity.
- **Teamwork:** Able to apply lessons learned in group work and use it to motivate and support all team members in assigned tasks and projects.
- **Technical Proficiency:** Solid command of Microsoft Office Suite (Word, Excel, PowerPoint) and of social media. Swift learner, easily mastering new software systems. Equip to handle and manage Zoom / Google Meet Platforms.
- **Leadership:** Had taken the lead in many assignments in school, YLAC Fellowship, College Clubs & Event Projects. Handled positions like Project Head, President etc.



## HIGHLIGHT SKILLS

- VIDEO EDITING
- CONTENT WRITING
- PUBLIC SPEAKING
- SOCIAL MEDIA STRATEGY
- PROJECT MANAGEMENT
- WEB DEVELOPMENT
- GRAPHIC DESIGN
- DIGITAL MARKETING
- BLOGGING
- RESEARCH & DEVELOPMENT
- TEAM HANDLING



## ASPIRATION

- BUSINESS LEADER
- SOCIAL ACTIVIST
- AVIATOR

## Links for my work reference

[View My Creative Portfolio Here](#)

[View My Videography Here](#)

## Personal Details:

D.O.B: 17th December 2002

Nationality: Indian

Languages known: English, Hindi and Punjabi.

Hobbies: Music, Traveling, Reading, Doodling & Sketching

## CONTACT

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## MAJOR ACHIEVEMENTS & SCHOLARSHIPS

- SAT Score : 1250
- Got 95% above for consecutive 4 years.
- Received 100% scholarship for high school based on merit.
- Won "Post of the week" title by the YLAC Fellowship for my Spoken Word Video with over 5000+ views. Was awarded as 'FELLOW' of the Fellowship out 160 students globally.
- Honored with award of 'the best girl student award' by an NGO.
- A Music (Vocal) certificate on pursuing 3 year Indian Classical Music program by Pracheen Kala Kendra.
- A Theatre skills certificate by Helen O'Grady for a year long course on drama, acting and language.
- Secured 3rd state rank in MaRRS Spell Bee and qualified for the nationals.
- Participated in various Olympiad viz. IMO, NSO & IOEL and secured positions like 41, 46 state rank and 91 global rank.
- Student Ambassador at Universal Business School
- Won **ODE The Talk** - Intra College Extempore Competition for 2 consecutive years.
- Was in top 4 in the **Speaker of The Year** Competition at UBS
- Co-Author to the Anthology : "Cause, Contrast & Chronicals"



## EXTRA-CURRICULAR & SOCIAL PROJECTS

- **Public Speaking & Theatre Activities** : Extempore Competitions , Open Mics , Anchoring College Events , Nukkad Nataks etc.
- **Event Management** : Organizing Jam Nights , Occasional Events , Fund Raisers (like Food Festivals, Valentine's Parties etc.) etc.
- Brought in sponsorships of 50,000+ for an in-house event.
- Conducted Workshops on Safe and Unsafe Touch for Government Schools in Karjat under Girl Up UBS.
- **Core Member of Enactus UBS's collaboration with Enactus India for Project Pehel** - raising awareness about Periods & Sex Ed
- Represented my College in PRME India Chapter Meet 2022 in SPJIMR, for a discussion on Responsible Management Education.
- Story Telling at We are Yuva's Open Heart Mic on the theme #SheChampionsHer
- **Member of Campus Well-Being Committee** : Majorly working out activities for the mental & emotional well being of the students. Acting as Student Reps so as to work closely with HODs & Program Directors for the holistic upliftment of all students.
- Currently also working on Research Papers with the Director-Research of my institute (UBS)
- Volunteered in the law club of my school (class 10) wherein I delivered workshop to more than 500 students of grade 8 and 9 about the increasing no. of sexual offenses against children and what Govt. measures do we have for our safety.
- As a step towards a better environment, I participated in Govt. projects (inspired by niti ayog) like making bio degradable sanitary napkins and solar power lamps in the Atal Tinkering Lab. The best part was that along with "Eco-friendly" , we even made the menstrual pads "rural-friendly" i.e. cost effective so that we can encourage menstrual sanitation among rural women. We were successful in reducing the cost of each pad from normal 6Rs to 2.5Rs.
- Raised awareness for various social issues through armchair activism
- volunteered with "THE EARTH SAVIOURS FOUNDATION" to help under privileged people.

