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KPMG Certification:

- Attended a 16-hour certification workshop on Sustainability in collaboration with KPMG India, covering key ESG principles, practices, and emerging technologies.
- Gained hands-on exposure to sustainability strategies, data analytics, and evolving ESG frameworks.

ACADEMIC PROFILE

2027 — **PGDM-Media& Entertainment**
WeSchool, Mumbai
Trim 1 CGPA - 9.17
Trim 2 CGPA - 9.23
Trim 3 CGPA – 9.21

2023 — **78.65%**
Mata Sundri College
Delhi University

2020 — **90.60%**
CBSE
Springdales School, Delhi

2018 — **79.33%**
CBSE
Springdales School, Delhi

SKILLS

- **Marketing & Communication**
- **Critical thinking**
- **Coordination**
- **MS Suite**
- **Leadership**
- **Canva**

LANGUAGES

- **English**
- **Hindi**

HOBBIES AND INTERESTS

- **Sketching**
- **Craftwork & DIY**

AYUSHI GANOTRA
PGDM – Media & Entertainment 2025-27

SUMMER INTERNSHIP PROJECT (SIP) — Sept - June 2026

JIO CREATIVE LABS - Production

- **Converted from Live Project to Summer Internship** based on performance; contributed to **12+ brand campaigns** across diverse categories.
- **Assistant Producer - Oura Ring Campaign**, coordinating talent, vendors, recce, budgets, schedules, usage rights & 2 day shoot execution.
- Built a **600+ talent database** of actors, models, singers, dancers & influencers for casting and production requirements.
- Supported **large-scale live events** including Reliance Family Day and *Anandam*, handling artist, backstage & production coordination.
- Managed **casting, vendor coordination, budgeting, logistics & shoot execution** across campaigns including NSDL, Milton, ICICI, Bioderma, Wicked Gud & Zivame.

SUMMER INTERNSHIP RESEARCH PROJECT (SIRP) — June - August 2026

Attention Economy: How Brands Compete for Consumer Attention Across OTT, Social Media and Digital Platforms

- Applied **PRISMA approach**, 127 research papers were reviewed from Scopus and 20 relevant studies in ABDC A/A/B were shortlisted related to consumer attention in OTT, social media and digital platforms.
- Studied key factors such as **algorithms, content, consumer behaviour and engagement**, and developed **an Attention Cascade Framework** showing how attention can translate into brand performance.

GLOBAL CITIZEN LEADERSHIP — Nov - March 2026

SYNAPSE MARKETING CONSULTANCY PVT. LTD. - Strategic Consulting Project

- **Interviewed pharma/medical stakeholders** and analysed secondary research on **UCPMP 2024** and its impact on pharma marketing.
- Identified compliance gaps, with **78% HCP exposure to unethical practices** and **70-98% global promotional non-compliance**.
- Developed **2 solutions,** an India-specific **Health Intelligence Dashboard** using Figma and **DGEP** for need-based, evidence-led doctor engagement.

INTERNSHIP Pre-WeSchool — May - Aug 2024

. ***APOLLO SUPPLY CHAIN - Marketing***

- Analyzed competitor insights and identified high-performing content trends, driving **11× growth in average reel reach (4K→45K+)** and contributing to **500K+ campaign views**.
- Designed **Canva & Figma** creatives and supported **moodboarding, content selection and campaign direction** across social platforms.
- Managed content calendars and campaign rollouts, maintaining **6-8% engagement** and **95% on-time delivery**.

Projects, Responsibilities and Achievements

- **WeSchool Official Social Media Team – Member**
- **WeSchool Karvaan Team – Core Member – Flagship Event of M&E**
- **We4Tech Hackathon - WeSchool** *(2025)*

Ranked **Top 16 out of 96 teams** for the project *"Smart Automation of Traffic Lights."*
Developed and presented a **pitch deck and functional demo model** showcasing real-time traffic flow optimization through automation.

- **Girl Up Femina – United Nations Initiative** *(2023–2025)*

Held the position of the **Social Media Head (2024–25),** leading digital campaigns and managing content strategy. Contributed in promoting awareness on menstrual hygiene, LGBTQ+ rights, and education.

- **National Association for the Blind** *(2018–2020)*

Volunteered for 2+ years assisting visually impaired children in learning and recreational activities. Supported inclusive education initiatives, enhancing accessibility and empathy.