

ARPITA BHATIA

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EDUCATIONAL QUALIFICATIONS

EXAMINATION/COURSE	INSTITUTION	RESULT	PERFORMANCE	YEAR
B.A. (Honors) English	Lady Shri Ram College for Women, Delhi University	7.68 CGPA (Semester 2)	-	2023
CBSE; Class XII	Scholars Pride School, Faridabad	94.75%	Rank 3	2023
CBSE; Class X	Scholars Pride School, Faridabad	92.2%	-	2021

- Secured Highest Marks in the Subject Accountancy.
- Secured 3rd position in class 11th at Scholars Pride School.
- Secured 100 percentile in CUET, Business Studies.
- Secured 97 percentile in CUET, Accountancy

INTERNSHIPS

JANUARY 2025 – MARCH 2025

INSIDE SALES AND RESEARCH INTERN, BAMIGOS: A gaming machines manufacturer specializing in interactive projection games.

- Conducted extensive market research across India to identify manufacturers, resellers, and importers using India MART and cold calling.
- Performed in-depth competitor analysis, researching both domestic and international market players.
- Generated and managed leads, ensuring effective follow-ups to drive potential sales opportunities.
- Assisted in data collection and market analysis during industry expos to support business strategy.
- Researched global markets to analyze industry trends, competition, and potential business opportunities

AUGUST 2024

MARKETING RESEARCH INTERN, BABY KAVACH: One of the leading apps for managing the child's health effortlessly.

- Conducted market research on target audiences in India, focusing on vaccination reminders and growth charts.
- Utilized various marketing channels, including social media, to enhance community engagement.
- Collaborated with teams to develop content based on market research insights.
- Successfully acquired and retained 10+ loyal users, contributing to app growth.

POSITION OF RESPONSIBILITY

AUGUST 2024 - JANUARY 2025

PR AND OUTREACH COORDINATOR, AAMDANI: Aamdani empowers underprivileged women by providing employment through handcrafted jewelry and accessories.

- Led influencer outreach and market research to promote events and workshops, building strategic partnerships to enhance visibility and engagement.
- Managed collaborations with colleges, NGOs, and communities, overseeing sponsorships, finances, and event planning for festivals and workshops.
- Developed corporate partnerships by curating gift hampers and organizing initiatives like art therapy, strengthening business relationships.
- Served as a peer leader and workshop organizer, leading a Diya-making workshop at the MakeMyTrip corporate office during the Daan Utsav event, fostering engagement and supporting Aamdani's mission.
- Represented Aamdani at the Standard Chartered corporate office, managing product sales and increasing brand awareness.

SEPTEMBER 2024 – MARCH 2025

RESEARCH AND INNOVATION ASSOCIATE, GIRL UP ROOH: Girl Up Rooh is a club based in Delhi, India under Girl Up India. It's an initiative to promote gender equality.

- Conducted in-depth research to support organizational projects, providing innovative insights to strengthen women's empowerment initiatives.
- Actively participated in virtual events, applying key learnings to enhance research and community engagement strategies.
- Managed research assignments independently, ensuring timely and meaningful contributions to organizational objectives.
- Assisted in fundraising efforts by completing designated tasks that contributed to securing financial support for the organization.

EXTRACURRICULAR ACTIVITY

Social Work

AUGUST 2024 – JANUARY 2025

- Volunteered at Project Dhairya under Saday Sadev (part of Govind Puri Community and Aman Home, Hauz Khas, Delhi)
- Volunteered at Media and tech team under Project Dhairya
- Volunteered as a photographer at YOUTH ADDA, organized at UNITEDNATIONS, DELHI
- Volunteered at Daan Utsav event

NOVEMBER 2024

- Third position, Business Pitch Competition organized by Lal Bahadur Shastri Institute of Management

COMPETITIONS