

MEENAKSHI KOTHARI

+65 84255139; meenakshik.2018@socsc.smu.edu.sg
<https://www.linkedin.com/in/meenakshi-kothari-14b306186/>

EDUCATION

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| Singapore Management University (SMU), Singapore. Candidate for the degree of Bachelor of <i>Social Sciences</i> Cumulative GPA: 3.85/4 | August 2018 – Present |
| • Dean's List for the year 2018-2019, 2019-2020 | August 2018 – March 2020 |
| Mayo College Girls' School, Ajmer High School – Indian School of Certificate (96.25%) | March 2018 |
| • Top Scorer in cohort in Sociology and Economics | |
| • Awarded Scholarship for excelling in Academics | October 2018 |

WORK EXPERIENCE

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| Junior Researcher, School of Social Sciences, SMU | May 2020 – Present |
| • Assisting Professor Andree Hartanto, in conducting a meta-analysis on Anxiety Disorders and Executive functions. | |
| • Designing research lab website | |
| Research Assistant, School of Social Sciences, SMU | October 2019 – February 2020 |
| • Assisted Professor Hwajin Yang in conducting memory tasks at Greenland Child Care Centre to collect data for further analysis from 50 students | |
| Summer Intern, Dentsu India Pvt. Ltd., Bangalore | July 2019 |
| • Researched closely with the Creative and Research Team to advice the clients with brand strategies to improve brand awareness and position | |
| • Projects included: Fabelle, Air Asia and Tanheira | |
| • Designed questionnaire to gain insights that was useful for pitching to new clients like Unlimited | |

COMMUNITY VOLUNTEER WORK

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| Volunteer, in a project for Dementia Patients: "Hearts of Patience", SMU | April 2018 – 2019 |
| • Conducted activities such as playing memory games, dancing as a way to keep them engaged | |
| • Designed a board game that reinforces brain stimulation and memory retention | |
| Volunteer, Prachya Shodh Peeth, Prayas Sansthan, Udaipur | July 2017 |
| • Trained children with special needs in western dance as a recreational activity | |

EXTRA CURRICULAR ACTIVITIES

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| Marketing Associate, SMUMods | May 2020 – Present |
| • Student-led project to help the student life with online bidding help and other features | |
| • Heading the 'User Research' and designing social media posts | |
| • Increased the base rate by 200% and the website ranked top 3K in Singapore within 3 months | |
| Trainee, Peer Helper, SMU | August 2019 – Present |
| • Attending training sessions to assist students in SMU dealing with daily stress and function | |
| Social Media and Outreach Team, 'Think Ocean Global': a non-profit environmental organisation | July 2019 – Present |
| spreading awareness about global problems | |
| • Writing blogs on the website about environmental resonating events | |
| • Proofreading articles by environment enthusiasts to publish them on the official site | |
| Dance Director, Annual Production of Indian Cultural Society, SMU | June 2019 – September 2019 |

AWARDS AND ACHIEVEMENTS

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| • Analysed and collected data for First National Dementia survey from over 500 participants | January – May 2019 |
| • Gold medal in intercollege squash tournament, SMU | January 2019 |
| • Recipient of silver medal in creative writing event of world scholars cup at Yale University | September 2017 |
| • 'Principal's Commendation' for outstanding achievements through the year | November 2017 |
| • Completed Grade 3 Trinity Speech and Drama with Distinction | September 2017 |

LEADERSHIP PROGRAMMES

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| Representative, Round Square International conference, South Africa | September 2017 |
| • Visited St. Cyprian's School, Cape Town; taught painting to children and organized plantation drives as a part of the program | |
| • Participated in academic discussions relating to social problems between 200+ delegates from over 40 countries | |

ADDITIONAL

Languages: Bilingual in English and Hindi with basic French
Skills: MS Excel, PowerPoint Presentations, Basic Python, Photoshop, Canvas
Interests: Psychology, Marketing, Dance, Movies, Mixed Martial Arts, Blogging