

# ANANYA RAWAT

Female | 18 | 9311497550 | [rawat.ananya04@gmail.com](mailto:rawat.ananya04@gmail.com)

## EDUCATIONAL QUALIFICATIONS

Course	Year	College/ Institution	Result
B. Com (Hons.)	2022- 2025/2026	Shri Ram College of Commerce, DU	CGPA: 8.55
CBSE (Class XII)	2021-2022	N.K. Bagrodia Public School	97%
CBSE (Class X)	2019-2020	N.K. Bagrodia Public School	98%

## ACADEMIC ACHIEVEMENTS AND AWARDS

(2020 - 2022)

- Secured an impressive score of **799/800** in B.Com (Hons.) on the **Common University Entrance Test (CUET)**, thus achieving an **AIR 28**.
- Secured an **AIR 125** in IPU-CET for the B. Com (Hons) programme and an **AIR 91** in IPU-CET for the BBA Allied programme.
- Awarded a Certificate of Merit for **90.04 percentile** in **12th International Commerce Olympiad** by Commerce Teachers Foundation in 2020.
- Received a prestigious certificate from **CBSE** for securing **100% in Sanskrit and mathematics** in the 10<sup>th</sup> standard.
- Honored by the **Hindustani Bhasha Academy** for achieving a flawless score in Sanskrit during my 10th-grade examinations.
- Awarded a certificate by the **Delhi Sanskrit Academy** for achieving a **perfect score** in the 8th standard in Sanskrit and a **cash prize of Rs. 400**.

## POSITIONS OF RESPONSIBILITY

**Member, The Marketing Society, SRCC** **January'23 – July'23**

- Orchestrated the **Shri Ram Townhall** event, with an audience of **7,00,000+** individuals, and participation of **10,000+** attendees across colleges.
- Assisted in achieving a notable **70% increase** in cumulative social media presence and expanded website reach to over 20,000 visitors.
- Contributed to the organization of "Shri Ram Marketing Summit," with a budget of **INR 4,00,000+** achieving an outreach of **8,00,000+** and attracting participation from over **10,000+** attendees, with a footfall of **2,000+**.

**Event Head, Shri Ram Case Conflict, The Marketing Society, SRCC** **April'23 – May'23**

- Pioneered the setting up of SRMS'23's Case Competition, garnering registrations from **1,500+** teams and accumulating **50,000+** impressions.
- Successfully led a team of **10 students**, drafted questions, and conceptualized the event, along with overseeing end-to-end event operations and managing collaborations with industry giants **Deloitte** and **APriori Consultants**.

**Project Arpan Director, Connecting Dreams Foundation, SRCC** **July'23 - Present**

- Led comprehensive **end-to-end operations** involving **finances, logistics, and inventory management**, while actively engaging in strategic formulation and business development initiatives. Successfully optimized costs by **20%** resulting in a remarkable **200%** increase in revenue.
- Strategically formulated and executed a holistic **marketing strategy**, meticulously **managing brand identity** through social media insights and website optimization. These efforts led to an extraordinary **364%** surge in user engagement and an astounding **1,736%** increase in reach.
- Proactively established connections with **200+ manufacturers**, while contacting **150+ packaging experts**. This approach led to substantial cost optimizations in both manufacturing and packaging, paving the way for the successful conceptualization of a **new candle vertical**.
- Facilitated stakeholder relations, steering negotiations with **45+ national and international** premium offline retail partners, online retail leaders, and gifting enterprises. Through these strategic efforts, we achieved the establishment of **30+ impactful collaborations**, significantly expanding our outreach to **10,000+ end customers and beneficiaries**.

**Executive Member, Connecting Dreams Foundation, SRCC** **January'23 - July'23**

*CDF is a National NPO of students that aims to impact marginalized communities by fostering the spirit of social entrepreneurship in 50+ colleges.*

- Ensured optimal use of all **Social Media Channels** (LinkedIn, Twitter, Facebook, Instagram) of CDF through innovative Social Media Marketing Strategies throughout the year leading to a **275%** increase in accounts reached and a **600%** surge in accounts engaged.
- Assisted in organizing exhibitions of products, generating a revenue of **INR 50,000+** including a corporate engagement program at EXL.
- Formulated a detailed strategy for **50+ listings** on **5+ mainstream e-commerce** websites with potential of **increasing the online revenue** by **50%**.
- Qualified as a **National Finalist** in the B-plan competition "**Innovate2disrupt**" organized by the E-Cell of Shivaji College.

**Junior Executive Member, Shri Ram Consulting and Research Center, SRCC** **January'23 - July'23**

- One of the **80+ members** selected out of **550+ applicants** to serve as the Junior Executive Member.
- Collaborated with the team and engaged in the process of **casebook preparation**, which had **2.5 lakh impressions** and **46% engagement rate**.
- One of the **6 team members** entrusted with conducting a comprehensive **competitive analysis** of **5+ competitors** for **YULU**.

**Sanskrit Editor, Student Council, NKBPS Dwarka** **August'19 – March'20**

- Oversaw content and quality of **Sanskrit articles** for the school's magazine and assisted in organizing Sanskrit-related **events and competitions**.

## EXTRA-CURRICULAR ACHIEVEMENTS

- Collaborated effectively as a team member in the successful organization of the **Changemakers -20 Summit** hosted by the **CDF- India in 2023**. *CH-20 by CDF-India united over 137 nations, with 760 speakers, engaging more than 3,000 participants across the globe.*
- One of the **top 10 teams** qualified for the **Finals in EUNOIA**, a case competition organized by Share, SRCC, having **700+** registrations in 2022.
- Authored the article "**Retrospective Tax**" in the 2021 edition of the School's Economics Magazine, "**ECOBIZZ SNIPPETS**".
- Secured **SECOND** position in **Sanskrit Debate competition** conducted by **Delhi Sanskrit Academy** in 2019.
- Achieved the **SECOND** position in a prestigious **Sanskrit speech** competition organized by the **Central Sanskrit University** in 2018.
- Earned **SECOND** place in the **Inter-school Traditional Palate** competition hosted by the **Cambridge Foundation School** in 2018.
- Delivered a commemorative Speech on the **86th Birthday Celebration of Dr. APJ Abdul Kalam** organized by the **House of Kalam in 2017**.
- Clinched the **FIRST** position in a prestigious **Sanskrit speech** competition hosted by the **Central Sanskrit University** in 2017.
- Secured **SECOND** place in the **Inter-house English Declamation** competition in 2017, organized by NKBPS Dwarka.
- Attained **FIRST** place in the **Inter-house Hindi Poetry Recitation** competition in 2016, organized by NKBPS Dwarka.