

NAISHA SAHNEY

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EDUCATION

BD Somani International School, Mumbai, India;

- *International Baccalaureate Diploma Program, Grade 12;*

- *Cambridge IGCSE Board Examinations, Grade 10*

2018 - Present

2023 - Present

2021 - 2023

STANDARDISED TEST

● **TOEFL:** 109; Reading - 28; Listening - 28; Speaking - 27; Writing - 26

2024

ACADEMIC HONOURS AND AWARDS

● Honour roll for Academic Excellence in Grade 11

2023-2024

● Principal Roll for Outstanding Academic excellence in Grade 9

2021-2022

● Honour Roll for Academic excellence in Grade 9

2021-2022

● Best Student in Geography in Grade 10

2022-2023

● Best Student in Environmental Management in Grade 9

2021-2022

International

2024

● **Elaine Hobson Literary Festival**, Finalist in the international short story competition, Prague, Czech Republic.

- Received High Distinction for *The Wake-up Call*, published in the July edition of the *Empathy in Action* Newsletter.

LEADERSHIP

● **Sponsorship head** for team Vulcan for F1 in schools India National Finals

2023-2024

- Secured ₹1,10,000 through corporate pitches and negotiation to *Lumiere Education* and *BKT tyres*

● **Captain** of Kite house

2024-2025

- Organized "Hi Five for Oscar" community service initiative and sports day

● **Vice Captain** of Kite house

2021-2022

- First place in sports day, annual talent show, reel competition, bake sale, spelling bee

● **Vice President** of the Junior Student Council

2020-2021

- Conducted online events during the Covid 19 pandemic for middle school and high school

MEDIA, CULTURE, COMMUNICATIONS

Research:

2024

● **Storytelling as a marketing strategy**, Poddar Enterprises

- Authored a research paper titled "*Brand Storytelling: Forging Emotional Connections in Modern Marketing.*"

- Conducted analysis of traditional versus contemporary marketing techniques, with a focus on storytelling, including a case study of *Dove's Real Beauty* campaign.

● **Impact of Traditional Storytellers in the Hampi River**, Karnataka, India

- Authored "*Echoes of Myths and Memories: The Power of Storytelling in Hampi's Heritage Tourism*", analysing how Behrupiya (impersonators) and shadow puppeteers enhance heritage tourism through storytelling, including a case study of how they bring *Hampi's history to life along the Tungabhadra River* in Karnataka, India.

Internships:

● **Phoenix Palladium**, Mumbai, India

2024

Phoenix Palladium is one of the top luxury malls in India for its premium shopping, dining, and entertainment experiences.

Marketing intern for 1 month

- Researched customer engagement strategies and proposed career day collaborations for student engagement.

- Assisted in planning the *Women Wednesdays* event and conducted digital competitor analysis, to help them come up with strategies to improve their digital presence.

● **10 Hills Studio**, Kolkata, India

2023

10 Hills Studio is a concept store offering a blend of Indian streetwear and lifestyle products, featuring items from local and international brands.

Marketing Intern for 6 months

- Collaborated with the marketing team for three months, gaining insights into their customer engagement strategies.

- Undertook a research audit on social media marketing strategies, focusing on influencer marketing techniques.

Learnings and observations

● **Digital Marketing questionnaire**

2024

- Compiled survey results from five digital marketing specialists, gaining insights into content creation strategies, audience targeting techniques, and key challenges in brand growth.

● **Interview with Lulu Raghavan** - Head of Landore and Fitch

2024

- Gained insights on her book, "*Grow further faster*" about how to build emotional connections with customers for growth

Online courses

● **Harvard Business school : Entrepreneurship Essentials**

2023

- Gained practical skills in market analysis and crafting persuasive investor pitches.

LETTERS FROM A GRANDFATHER

2024

- Spent afternoons with my grandfather, recording stories from his six-month hitchhiking trip across Europe in 1968, capturing his excitement and curiosity.
- Documented his tales in a series of six letters in his voice, each reflecting his unique perspective and adventurous spirit.
- Created a lasting family legacy, ensuring his inspiring experiences are remembered and cherished by future generations.

THEATRE ACHIEVEMENTS

Performances

- Tamora in *Titus Andronicus* in the One Act Play 2023
- Cancer in *Peer Gynt* in the high school play 2024
- Manthra and Surpanakha in *Ramayan* 2023

Experiences

- **Shakespeare Immersive Program**, Stratford-Upon Avon, United Kingdom 2024
 - One of the 15 students selected by the school to attend workshops and performances, specially curated by the Royal Shakespeare company.
 - Participated in personalised meetings and workshops with professionals learning Shakespearean acting technique and analysed the "*Role of Women in Shakespearean Plays*".
- **International Association for Performing Arts and Research**, Pune, India 2022
 - Attended a two-day festival showcasing performances by international theatre artists.
 - Participated in physical theatre workshops, like mime and gesture to convey emotions and narrative through movement.

Training

- **Trinity College London**, Speech and Drama Grade 5 2022
 - Achieved the highest mark of distinction

Research

- **Extended essay in Theatre** 2024
 - *To what extent were the performance and production elements used to bring out this shifting power dynamics in the play "Red" by Daniel D'souza?*
 - Wrote a 4,000-word essay, supported by interviews with the director and secondary sources.
- **Shakespeare - a marketing technique in Stratford Upon-Avon**, Observation report 2024
 - Created an observation report based on my experience in Stratford Upon Avon on how the town uses Shakespeare as a marketing strategy to attract tourists.
 - Connected business principles with theatre, demonstrating how cultural heritage can become a powerful branding tool.

STORYTELLING

- **Educational Audio Books** 2021
 - Developed educational audiobooks on topics such as friction and gravity, which were sent online to NGOs all around India during the COVID-19 pandemic to support students in continuing their education.
- **Kahaniyon Ki Duniya** (A world of stories) 2023
 - Visited NGOs to read *Panchatantra* stories through engaging storytelling and interactive discussions on moral lessons.
 - Led theatre workshops encouraging children to act out their own stories, fostering confidence and public speaking.
- **Lakshmi's Adventures** 2024
 - Authored a book with four short stories about a girl called Lakshmi, each conveying a moral.
 - Distributed 500 copies to NGOs across India to educate underprivileged children.
 - Recognized as the Changemaker of the Month by Tribes for Good, India, for outstanding contributions to storytelling and social impact.

COMMUNITY OUTREACH

2024

- **Digital Marketing for Nonprofits**
 - Helped 4 NGOs increase their digital presence by creating content for their Instagram and website.
 - For- Rainbow Foundation India, Aftertaste, Disha foundation and Hamari Silai.
- **Raising money for Action Against Hunger India**
 - Raised ₹35,000 through the 2024 *Tata Mumbai Marathon*, and was recognized on their LinkedIn and Instagram

SPORTS

Football Team

2021-2025

- Second in **ISSO National Games 2022**
- Competed in BD Liga and ISSO National Games 2023

INTERESTS

Travel, Food, Tennis, Swimming, Badminton