

# Anaya Jain

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## EDUCATION

**American School of Bombay (ASB), Mumbai**

*July 2022 - Present*

- **Grade 11 (IB Diploma):** English Lang & Lit HL, Economics HL, Psychology HL, Math AA SL, Biology SL, French Ab Initio

**Oberoi International School, Mumbai**

*August 2017 - May 2022*

- **Grade 10 (MYP):** English, Design Technology, Math, Individuals and Societies, Physical Education, Science, Art, Spanish

## LEADERSHIP

**Club Leader, Girls Speak, ASB**

*2022 - Present*

- Worked with two young women empowerment NGOs (Akanksha Foundation) by primarily conducting debate sessions with their students through monthly sessions
- Empowered and instilled confidence and knowledge about rights and current events in these young girls through our debate sessions on contemporary issues spanning education, menstrual hygiene and careers

**Lead Designer, Newspaper Club, ASB**

*2022 - Present*

- Leading 35+ middle and high schoolers to publish the school newspaper every Friday, curating designs, writing for the paper, organisation the layout
- As part of the editing team, designed weekly themes and layouts on Adobe InDesign for each newspaper edition circulated to the secondary school

## SERVICE INITIATIVES

**Illustrator, The Unlikely Friendship, Mumbai**

*2020 - 2022*

- Illustrated and conceptualised a book about Down Syndrome to promote tolerance, friendship and acceptance of neurodivergent individuals
- Created merchandise including T-shirts and bottles to promote the book and raise awareness for this cause
- Raised over \$2,400 for the Jai Vakeel Foundation from book sales and merchandise went to the NGO Jai Vakeel Foundation
- Organised a book launch event attended by illustrious guests to expand the reach of the book
- Translated the book to Hindi to reach a wider audience in public schools as well

**Intern & Volunteer, Jai Vakeel Foundation, Mumbai**

*2019 - Present*

*NGO focused on the inclusion of all individuals with intellectual disabilities by maximizing their potential.*

- Conducted weekly art classes including painting activities with the students of Jai Vakeel
- Volunteered for events like sports day and during other festivals
- Worked closely with the team to get to know the day-to-day functioning of the organization and understand the lives and challenges of the students working with them

**Volunteer, Vivekananda Youth Forum, Mumbai**

*2017 - 2019*

- Made masks for those part of the foundation, provided them with sanitiser and cloth masks as well
- Worked with children for 2 years and taught them Humanities and English online
- Played different games and hosted drawing sessions with children from the same NGO

**Volunteer, Helping Hands Foundation, Mumbai**

*January 2023*

- Cooked, planned and distributed home-cooked meals for the homeless and cancer patients aided by the foundation

## **BUSINESS EXPERIENCES**

*Founder & Artist, Step Up (Personalized Shoes), Mumbai*

*2021 - Present*

- As part of the Young Entrepreneurs Academy (YEA), created a business plan; market research, financials and business opportunity
- Launched the MVP by personalising shoes and earned profits of ~\$200
- As an artist, created personalized shoes for children between the ages of 9-13 with customizations spanning colors, materials, designs and monograms

*Internship, Parle-G, Mumbai*

*June - July 2023*

*Parle Products (Indian multinational food processing company, best known for biscuit brand Parle-G).*

- Worked with the market research and marketing teams to understand how they assess entering new categories like beverages and how they've reinvented the brand to stay relevant to younger audiences
- Produced a 15-page research report on consumer purchase behaviour for Parle products and the affinity towards the brand in India over a decade

*Intern, Course5i, Mumbai*

*March - May 2023*

*Course5i is a data analytics and insights company with a focus on helping organizations drive digital transformation using AI, advanced analytics, and insights.*

- Completed a 5-month internship with the Course5i marketing team and learned how to develop a social media strategy, monthly calendars and campaigns
- Effectively designed content for their social media pages including Facebook, X and LinkedIn
- Created a detailed social media marketing plan and designed creatives and posters to accelerate recruitment for the company

## **MARINE ACTIVITIES**

*Recipient, Certified Open Water PADI Diver, Mumbai*

*May - June 2023*

- Received training as a diver and appeared for the examination in Mumbai
- Completed 4 open water dives across locations to earn my PADI certification

*Writer, Blog - Under the Sea, Mumbai*

*May - August 2022*

- Created and maintained my blog about marine biology and marine conservation
- Conducted interviews in developing countries like India and Mexico to understand the local perspective on the impact of pollution on marine life
- Posted 3-4 blogs every month to promote an understanding of this issue to all stakeholders

## **SUMMER SCHOOL & ONLINE COURSES**

*Student, Columbia Summer School: Business and Economics, New York*

*June - July 2022*

- Attended this 3-week summer program on the Columbia University campus and interacted with students from all over the world
- Learned from respected experts in the fields of economics, finance, banking, technology, and marketing on topics including Corporate Valuation, Marketing Communication, Globalization and Economics of Financial Crises

*Student, Online Course: Yale - Moralities of Everyday Life, Mumbai*

*July - August 2023*

- Completed this 22-hour online course on Coursera taught by Yale's Professor Paul Bloom on morality, the cultural influences on moral thought and action linked with the tools of behavioural economics

## **SKILLS AND INTERESTS**

**Languages:** English, French, Hindi, Spanish

**Interests:** Entrepreneurship, Business, Graphic Design, Reading, Fashion, Singing (Trinity Grade 2)

**Skills:** Digital Photography, Adobe Suite, Microsoft Suite, Google Suite