

**Priyang Dalmia**  
18 Golf Links, New Delhi – 110003  
+91 8800639340 | [priyangdalmia@gmail.com](mailto:priyangdalmia@gmail.com) | website

## **EDUCATION**

**The Shri Ram School Moulisari**, Gurugram, India

xxx – present

IB (GRADES 11-12)

2024 – present

IGCSE (GRADES 9-10)

2022 – 2024

SAT: 1470 (Math: 770; R&W: 700)

May 2025

## **COMMUNITY EMPOWERMENT**

**Spark Studios** – *Cofounder*

Jun 2025 – present

- Analyzed and documented impact of quick commerce on neighborhood kirana stores to raise community awareness
- Boosted visibility and sales for 2 local grocery stores by launching and managing social media accounts to promote their offerings

**Building Lives** – *Program Designer & Leader*

Summer 2025 – present

*A Heritage Guide Training Program for Underserved Youth*

- Created inclusive employment opportunities by training 5 young adults from the Salaam Baalak Trust as site guides and heritage ushers, empowering them with storytelling and soft skills
- Designed a structured training manual to standardize onboarding, ensuring scalability and sustainability of the model
- Scaling impact by expanding the initiative to 5 additional monuments across Delhi; generating socioeconomic opportunities for under-resourced youth while promoting heritage education

**Hidden Gems** – *Innovator, Curator, & Facilitator*

Oct 2024 – present

- Conceptualized an immersive treasure hunt app to make heritage exploration interactive and engaging; used gamified storytelling to deepen appreciation of the Red Fort's history and architecture
- Collaborated with a coder to develop the UX visualization, communication, and iterative problem-solving skills
- Partnered with Sabhyata Foundation; included insights from historians while curating a heritage route of the Red Fort
- Conducted outreach campaigns with public and private schools, promoting the app as an educational tool to enhance heritage learning through onsite treasure hunts
- Presented proposal to the Ministry of Education advocating for integrating heritage site visits in school curriculum

**Family Day at the Fort**

Jun 2025

- Organized event at the Red Fort to pilot Hidden Gems and validate the training model and user experience
- Engaged [X] families in interactive heritage exploration with trained ushers conducting guided treasure-hunt tours

## **CONSUMER BEHAVIOR INITIATIVES**

**Sabhyata Foundation**, New Delhi – *Marketing Intern*

Dec 2024 – present

- Prepared and presented a pitch to Zomato and other consumer-focused organizations on the value of interactive heritage experiences at Delhi's monuments for their client-base
- Ideated event concepts and partnership strategies to attract high-net-worth patrons and generate support for heritage conservation

• **TIMES EVENT** ( my speech)

**Times of India** – *Intern*

Jul – Aug 2025

*India's largest English daily newspaper with global readership*

- Ideated experiential benefits to enhance customer delight for affluent users in the super-premium card segment
- Recommended high-profile sporting event partnerships by mapping evolving preferences of affluent customers, showcasing creativity and strategic insight

**DreamSetGo, Mumbai** – *Marketing Intern*

Summer 2024

- Supported customer engagement campaigns and helped plan bespoke sports travel packages for a premium clientele; prepared marketing collaterals highlighting user experiences during a potential interaction with Sir David Beckham
- Applied marketing concepts like branding, consumer profiling, stakeholder mapping, and value proposition design to enhance client experience and align marketing strategies with business goals
- Conceptualized and launched two social media campaigns to boost website engagement

## **RESEARCH**

**Influence of Digital Technologies on Indian Consumers' Behavior in the Sportswear Industry**

– *Independent Research*

May – Jul 2025

- Investigated impact of tools like NFTs, virtual sneakers, and metaverse campaigns on Indian consumer behavior across age groups; highlighted generational differences in digital engagement to inform targeted marketing strategies
- Applied concepts like market segmentation, consumer profiling, and Ansoff Matrix to analyze responses collected from 295 participants through a self-designed survey

## How has Zomato's acquisition of Paytm Insider affected its profitability and market share?

– Guided Research

ongoing

## An Investigation into the Impact of the PlayStation 5 Launch on Sony's Market Share and Profitability in the Gaming Industry – Guided Research

ongoing

### Econ IA

#### John Locke Essay Competition – Participant

Jun 2025

- Explored the question “*Should anyone be ashamed or proud of their nation's history?*” using India as a case study
- Argued for critical patriotism, balancing historical injustices with cultural and intellectual achievements to promote an inclusive national narrative

### ENRICHMENT PROGRAM

#### NSLC: Sports Management, Duke University – Participant

Summer 2024

- Explored branding, revenue, and fan engagement through a course on the business and economics of the global sports industry; participated in simulations on athlete representation, sponsorship, and event planning

### ACADEMIC AWARDS

**Subject Excellence in Ext. Mathematics**, The Shri Ram School, Mousari *for achieving above 90% in IGCSE* Mar 2024  
Merit Honor Award, **AIMO**

year

### EXTRACURRICULAR

**Board Games Society Head**, The Shri Ram School, Mousari

2025 – present

### SPORTS

**Football**, The Shri Ram School, Mousari

2023 – present

- Participated in the Pre-Subroto and ISSO national tournament

**Karate**, Seishinkai Shotokan Karate International

year

- Awarded merit for Red, Orange, Yellow, Green, Blue, Purple, Brown 3 and Brown 2 belts

### SKILLS & INTERESTS

**Photography:** Adept at using a DSLR camera and enjoy wildlife, night, and architectural photography

**Languages:** Fluent in English, Hindi, and Spanish