

Priyang Dalmia
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EDUCATION

The Shri Ram School Moulsari , Gurugram, India	2012 – present
<i>IB (GRADES 11-12)</i>	2024 – present
<i>IGCSE (GRADES 9-10)</i>	2022 – 2024
SAT : 1470 (Math: 770; R&W: 700)	May 2025

COMMUNITY EMPOWERMENT

Spark Studios – <i>Founder</i>	Jun 2025 – present
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- Led a local retail digitization Initiative, helping local kirana (grocery) stores adopt Instagram and WhatsApp for product promotion, offer sharing, and customer engagement, driving increased sales and footfall
- Conducted market research and impact analysis on the effects of quick commerce platforms on small retailers to raise community awareness and advocate for local business sustainability
- Developed and managed social media campaigns for two neighborhood grocery stores, enhancing brand visibility, customer retention, and online presence

Building Lives – <i>Program Designer & Leader</i>	Summer 2025 – present
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a Heritage Guide Training Program for Underserved Youth

- Led youth empowerment initiative under the *Hidden Gems* program in collaboration with Salaam Baalak Trust and Sabhyata Foundation, generating socioeconomic opportunities while promoting heritage education; spearheading initiative's expansion to five additional monuments in Delhi
- Created inclusive employment pathways by equipping ten under-resourced youth with storytelling, communication, and soft skills, enhancing their employability and confidence
- Authored a structured training and onboarding manual to ensure program scalability, consistency, and long-term sustainability across multiple heritage sites

Hidden Gems – <i>Innovator, Curator, & Facilitator</i>	Oct 2024 – present
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- 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
- Initiated outreach campaigns with public and private schools, promoting the app as an educational tool to enhance heritage learning through on-site treasure hunts
- Presented a proposal to Ministry of Education advocating for integrating heritage site visits in the school curriculum

Family Day at the Fort – <i>Organizer</i>	Jun 2025
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- Piloted Hidden Gems and validated the training model and user experience; collected feedback from families, receiving positive responses for guides and identifying areas for improvement
- Engaged over 30 people in interactive heritage exploration with trained ushers conducting guided treasure-hunt tours

CONSUMER BEHAVIOR INITIATIVES

Sabhyata Foundation , New Delhi – <i>Marketing Intern</i>	Dec 2024 – present
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an organization dedicated to preserving & promoting India's cultural heritage

- Developed and presented a partnership pitch to Zomato and other consumer-facing brands, positioning interactive heritage experiences as high-value experiential marketing opportunities for affluent audiences
- Brainstormed branded event concepts and strategic collaborations to engage high-net-worth customers while driving funding and visibility for heritage conservation
- Represented the organization at the Times Black event, delivering a talk on youth engagement and cultural branding to promote India's heritage through innovative storytelling

Times of India – <i>Intern</i>	Jul – Aug 2025
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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
- Utilized marketing concepts like branding, consumer profiling, stakeholder mapping, and value proposition design to enhance client experience and align marketing strategies with business goals
- Designed 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 the 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
- Employed concepts like market segmentation, consumer profiling, and Ansoff Matrix to analyze responses collected from 295 participants through a self-designed survey

Effect of Paytm Insider's Acquisition on Zomato's Profitability and Market Share – *Guided Research*

ongoing

- Analyzed Zomato's 2024 acquisition of Paytm Insider using SWOT and Ansoff Matrix, identifying it as a diversification strategy into entertainment
- Evaluated impact on profitability and operational efficiency; found short-term profit dips, but market share grew to 25%, showing long-term growth potential

Impact of PlayStation 5 Launch on Sony's Market Share and Profitability – *Guided Research*

ongoing

- Applied Ansoff Matrix, SWOT, Porter's Five Forces, and ratio analysis to assess profitability and market share
- Analysis showed the PS5 boosted competitiveness and market presence, but rising costs and liquidity issues limited short-term gains, positioning Sony for long-term growth

John Locke Essay Competition – *Participant*

Jun 2025

- Addressed 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

EXTRACURRICULAR

Board Games Society Head, The Shri Ram School, Mousari

2025 – present

- Led weekly strategy sessions and creative gameplay initiatives that enhanced collaboration and critical thinking

SPORTS

Football, The Shri Ram School, Mousari

2023 – present

- Participated in the Pre-Subroto and ISSO national tournament

SKILLS & INTERESTS

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

Languages: Fluent in English, Hindi, and Spanish