

**VIDHI THAKORE**  
Mumbai, India  
Email: [vidhi.thakore2611@gmail.com](mailto:vidhi.thakore2611@gmail.com)

## EDUCATION

**Oberoi International School, Mumbai, India**

- International Baccalaureate Diploma Programme (IBDP)
- MYP grade 10

## STANDARDISED TESTS

- IELTS: 8.0 - , Reading: 9.0, Listening: 8.0, Speaking 8.0, writing: 7.0

## AWARDS & HONOURS

- Stood first in Business management SL & Mathematics AI SL half-yearly exam in IBDP 1
- Stood first in Design Technology HL & Business Management SL, quarter-yearly exams in IBDP2
- Stood first in Economics HL & Business Management SL, half-yearly exam in IBDP 2

## LEADERSHIP

**Co-head editor of school magazine, OIS**

August 2023 - June 2024

*Student-led club with quarterly publications. Each publication included varying topics- current events, short-stories, nonfiction articles, op-eds, interviews etc.*

- Co-headed the editing department in a student led club
- Assigned roles and responsibilities for a group of 10 members; carried out final editing
- Organised, advised and supervised the department & the magazine as a whole
- Collaborated with other department heads to devise new strategies to improve the publications

**Head of English tutoring department, OIS**

August 2023 - June 2024

*Student-led club focusing on providing academic guidance & assistance to MYP students (6-10th) for 4 subjects. Mentors were screened and handpicked by club-leaders.*

- Facilitated the tutoring of MYP (IB) students with the subject of English literature and language
- Tasked with Critical Thinking/Problem Solving • Understanding mentees requirements & providing assistance accordingly
- Assigned mentees & mentored based on individual skills and requirements
- Supervised a team of 3 students and ensured adequate assistance is provided consistently and in a timely manner

## MARKETING EX. & RESEARCH

*Research:*

November 2024

- Comparative study between how cultural nuances affect the marketing models of *Lenskart & Rayban* in India & USA respectively
  - Carried out extensive research, determining factors that influence marketing strategies
  - Analysed consumer behaviour, cultural norms & its ramifications on marketing models

December 2024

- *Pidilite* research paper on marketing
  - In-depth analysis of the social media marketing of the company
  - Allowed for applying my knowledge and understanding of the subject in the real-world context

*Internships:*

**Digital marketing Company- *BornHi***

November 2024

*A digital marketing company with projects spanning over 3000+ different brands. Specialising in e-commerce, media, SEO etc. Worked under Sr.Account Director.*

- Designed a comprehensive marketing plan for *Lava Smart Watches & Smart Audio Devices* in India
- Conducted in-depth market research to identify target audiences & key growth opportunities markets, maximising market penetration
- Curated marketing campaigns outlines & channels
- Examined and evaluated developmental strategies & product positioning

**E-commerce company- *Divinus Beauty***

Nov 2024-May 2025

*A cosmetic company specialising in organic products pan-India.*

- Assisted in content creation to improve social media engagement
- Handled instagram accounts, increasing digital presence & outreach

**E-commerce company- *Sunishk***

*An e-commerce company, focused on providing affordable & stylish jewellery.*

- Enhanced influence expansion through improved social media strategies
- Analysed and monitored social media performance insights & metrics, enhancing brand awareness & sales
- Curated engaging content to increase brand awareness & enhance reachability

**Market Research company- *MarketVistas***

*A custom market research organisation in India offering both quantitative & qualitative research. I worked under the founder & director of MarketVistas*

December 2024

- Wrote a research paper on how mutual funds specifically SIPs changed investing behaviours and attitudes
- **Sumangal Textiles** January- April 2024  
*Leading Manufacturer of ready to stitch clothes in India*
  - Monitored & examined the functioning of various departments
  - Observed & learned about product positioning, communication & distribution
- **Navbharat chemicals** June- December 2024  
*India's leading speciality Textile Chemicals Company*
  - Shadowed the departments examining seasonal impacts on the demand & supply
  - Evaluated varying pricing strategies of speciality chemicals

*Online courses:*

- **Intro to psychology**, final grade of 86.59%; course duration: 14 hrs, offered by Yale University July 2023
- **Intro to Marketing**, final grade of 74%; course duration: 10 hrs, offered by University of Pennsylvania- Wharton December 2024
- **Foundations of Marketing Analytics**, course duration: 1 month, offered by Emory University
- **Fundamentals of Digital marketing**, course duration: 40hrs, offered by Google

*Tweets/Posts:*

- Authored a Marketing Insights Book December 2024
- Conducted extensive research to curate and compile unique, impactful marketing posts/tweets, offering key insights and strategies.

**SOCIAL ENTREPRENEURSHIP INITIATIVES**

May- December 2024

- **Handled Social media platforms for 4 organisations-** *Soach, Ashakiran (Andheri & Juhu), Aditya Academy & ConvoConnect*
  - Set-up & optimised social media handles, enhancing crowdfunding & outreach
  - Developed and crafted content strategies to meet the needs of every organisation
  - Ameliorated the cognizance of mental health through *ConvoConnect*, an entrepreneurial organisation run by a counsellor for mental health
  - Designed interactive & informative content posts

December 2023

- **Conducted in-depth secondary research for Soach**

*An organisation that works towards empowering women & children in rural India through education & training equipping them with the necessary skills for securing employment.*

- Carried out detailed village-wise secondary research in Gujarat
- Synthesised & analysed findings related to education, income levels, and workforce participation
- Identified governmental initiatives for combating demographic & geographic inequalities

November 2024

- **Identified entrepreneurial frameworks for women in villages**

*Worked alongside SOACH, an organisation that works towards empowering women & children in rural India through education & training equipping them with the necessary skills for securing employment.*

- Conducted comprehensive research on potential entrepreneurial opportunities for women
- Worked alongside *Soach*
- Identified methods to foster entrepreneurial growth for women in rural India

**PUBLICATIONS**

- Self-published a young adult novel on Amazon- *Searing Secrets*
- Explores complex human emotions & themes through a dual perspective

June 2024

**COMMUNITY OUTREACH**

- **Co-founder of a non-governmental organisation-** *Project Dahnish* for the underprivileged Jan 2024 - Present
  - Dedicated 5 hours per week to help different organisations
  - Volunteered at 4 different NGOs weekly to teach different skills
  - Instilled holistic development • Taught English, & art
  - Held holistic development workshops weekly • environmental awareness, general knowledge- space, wildlife etc.
  - Managed my time wisely, balancing my school work and sports 3 times a week, alongside this role to help my community.
- **Volunteered at a charity fest** December 2023
  - Successfully handled an art stall at a school charity fest
  - Raised 10000+ as profits for proceeds to charity
  - Managed billing, customer service, and support for visitors at the stall

**INTERESTS:**

- Reading, Travelling, music