



ARANYA SINHA

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SUMMARY

Motivated second-year EXCS student at Vidyalankar Institute of Technology, Mumbai, with experience in digital media coordination, content marketing, and sponsorship acquisition. As the Digital Media Coordinator, I have led content strategies, managed event promotions, and secured sponsorships for major college events. With a strong grasp of behavioral analytics and consumer psychology, I am eager to apply my skills to impactful marketing initiatives.

WORK EXPERIENCE

2025 - Present

Tech Intern at NexoraTravels specializing in App development

- Developed an automatic itinerary generator, fully equipped with Partner matching system and Location suggestion.
- Approached investors for funding.

Events Management Head – FinTech Committee

2024 - 2025

- Vidyalankar Institute of Technology | 2024 – Present
- Led the planning and execution of IPL auction simulation ‘Bid Blaze 2024’, along with 11 other events.
- Developed event-specific social media content and coordinated branding efforts.
- Led a team of over 40 core members for a 12 month tenure.

Sponsorships & Literature Council Member VIT

2024 - 2025

- Assisted in sponsorship acquisition and content development for events.
- Created and managed social media content to increase engagement.

PROJECTS

Developed a Realtime Study Room: A Firebase-Based Collaborative Study Platform with Pomodoro Timer and Shared Notes

Developed a Shazam clone which uses FFT to convert sound signals to signatures, matching with known signatures in a database.

Developed a Ghost auto clicker which can be used by Players for undetected advantages in online video games, which uses python libraries like pyinput to read user input and OS functions to clean up data.

SKILLS

- Responsive Webpage Development in React
- Social Media Marketing (Instagram, Facebook, LinkedIn, Twitter, YouTube, TikTok)
- Behavioral Analytics & Consumer Psychology
- Graphic Design (Canva, Adobe Photoshop, Blender)
- Storytelling & Persuasive Communication
- Event Coordination & Sponsorship Management
- Community Building & Engagement
- Emotional Intelligence & Decision Science