

Rhea Hegde

Eager to make a business impact and drive growth through customer-centric strategies, I look to specialize in landscapes across **Campaign Marketing, Digital Communication, Advertising, and Design Innovation/Strategy**. I have consistently performed at a high level in school and am currently on the Parsons **Dean's list**. I will be graduating with a Bachelors of Business Administration (BBA) at Parsons School of Design, NYC in Dec of 2021.

Contact Information

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☎ (917) 602-7416

Work Experience

- **Internship - Marketing Coordinator**
The Setting, New York City
Aug'2021 to Present
Responsible for inventory sourcing and product/setting procurement
- **Internship - Marketing Coordinator**
Rush A Way, Dubai
June - Aug' 2021
Assisting in Marketing operations, event planning, social media content and project timelines
- **Freelance - Design Consultant**
CFO Bridge, Dubai
May - June 2021
Designing and curating a Corporate Presentation for CFO client
- **Internship - Communications**
Boehringer Ingelheim, Dubai
Sept'2017
Involved in public relations, community outreach and crisis management
- **Internship - Marketing Offices**
Ski Dubai (Majid Al Futtaim Group), Dubai
July 2016
Assisting in advertising concepts




Educational Background

- **Undergrad - Parsons School of Design**
New York City, United States (US)
Aug'2018 - Dec'2021
Majoring in the BBA program
- **Alumni of Dubai International Academy (DIA)**
2005 - 2018
Received my International Baccalaureate (IB) Diploma

Volunteer & Personal Work

- **Hope Program at Angels Orphanage**
Bangalore, India
Aug'2017
- **Xian's Children Welfare Institute**
Xian, China
March 2017
- **Model United Nations (DIAMUN)**
Deputy President for the African Union
March 2018, Dubai - UAE
- **Costeas Geitonas School Model United Nations (CGSMUN)**
Delegate in the Security Council
Dec'2017, Athens - Greece

Proficiencies

- Adobe Softwares; Photoshop & Illustrator

- Strategic/Project Management

- Critical Thinking


Other Attributes

- Creativity

- Adaptability

- Multilingual
