

# Shivraj N. Duggal

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## EDUCATION

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### University of California, Los Angeles

*Bachelor of Science*, Cognitive Science with a specialization in Computation, Minor: Philosophy  
Cumulative GPA: 3.545/4.000; Junior Standing  
Dean's List Fall 2020

Los Angeles, CA  
September 2020 - Present

*Relevant courses:* Intro to Cognitive Science, Advanced Programming in C++, Philosophy of Mind, Principles of Behavioral Neuroscience, Psychological Statistics, MATLAB Programming, Existentialism, Sensation and Perception, Research Methods in Psychology

## WORK EXPERIENCE

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### Student Marketing Associate – Executive Education, UCLA Anderson School of Management

*Social Media Content Creation and Marketing Strategies*

Los Angeles, CA

Feb. 2022 – Present

- Managing UCLA Anderson Executive Education's official Instagram, Twitter, and LinkedIn (@uclaexec); posting regular news stories.
- Worked on several marketing and other projects such as video creation, MCLE re-accreditation, competition analysis, and branding.
- Developed a high order content creation strategy using Excel to create month-long posting schedules across several platforms.

### Founder - @thebarcadaily

*Social Media Content Creation and Online Community Involvement*

Online, New Delhi, DL

July 2018 – Present

- Grew an independent FC Barcelona news and content based Instagram account by curating over 2,500 posts discussing the club's affairs.
- Initiated 10+ successful Instagram ad campaigns; gained over 5,000 followers over 4 months, using ads to organize meet-ups in Delhi.
- Partnered with FC Barcelona's head photographer, Miguel Ruiz, to receive and disseminate exclusive pitch side photographs.

### Cofounder - SneakerUp

*Cofounder and Head of Marketing*

New Delhi, DL

June 2019 – April 2021

- Cofounded an alternative marketplace for sneakers; grew a user base of over 6,000 on sneakerup.com, and 1,500 followers on Instagram
- Secured an angel investment of \$20,000 from NV Group as part of Pre-Seed Funding, for 20% stake in DBS Pvt. Ltd.
- Leading 5-member organization by delegating responsibilities to newsletter, social media, and web dev department.
- Exceeded target of 1,000 paid users on sneakerup.com as a direct result of running over 30 Facebook Ad campaigns.

### Sports Journalist at Barca Universal

*News and Opinion pieces*

Online

March 2021 – March 2022

- Sports Journalist for barcauniversal.com, the biggest independent Barça-affiliated website; wrote over 250 news pieces.
- Wrote and published several analyses and opinion pieces which received more than a total of 100,000 website views.

### Board Member, FC Barcelona Official Fan Club of India

*Event Planning and Marketing*

New Delhi, DL

Nov. 2018 – Present

- Organized gathering with former Champions League winner Luis Garcia at Heritage School, and several Barça fanbase-linking events.
- Operated @fcbpenyaindia and met with former FC Barcelona Director of Social Area, Pau Vilanova, to discuss funding for ad campaigns.

### Media Intern – 24 Response

*Digital Marketing Strategy and Data Analysis*

New Delhi, DL

May 2018 – June 2018

- Worked with independent online company 24Response in online analytics and configuration of media and growth strategies.
- Over the course of 6 weeks, assessed and analyzed media related traffic and response on the company's application.

## LEADERSHIP, COMMUNITY & EXTRACURRICULARS

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### Writing

Aug 2017 – Present

- Authored a 178,000-word High Fantasy Novel titled 'The Dark Wielder', currently in the process of publishing.
- Published several independent articles, novel chapters, and poems on medium.com, @sndjr, and writeups on @thebarcadaily.
- Published research paper on digital media literacy in South Asia in the International Journal of Social Sciences and Economic Research.

### Founder – Media Takeover

December 2017 – December 2019

- Taught Digital Media Literacy to underprivileged kids at Smile India.
- created a proprietary tool 'S.M.A.R.T.' to help NGO's with their online presence.

### Cofounder - DuggalBrothers

November 2016 – Present

- Filmed, edited, and directed over 15 short films, including independent production '642 Maharani Bagh'.
- Garnered over 5,000 views and 160 hours of watch time on YouTube with an average 20:1 like to dislike ratio.

### Producer, Director, Actor, and Creator – The Tempest Audiobook (For ISC Curriculum)

October - November 2019

- Created *The Tempest Audiobook* – an easily accessible version of Shakespeare's *The Tempest* – for aiding students in the ISC curriculum.
- Acted in 4 roles, including the two main characters *Prospero* and *Caliban*. Sound-mixed, cast, and edited the entire audiobook.

## ADDITIONAL INFORMATION

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**Other Activities:** Director and Producer – BTS team for high school events

**Honors & Awards:** 9<sup>th</sup> global rank in English Olympiad, 97<sup>th</sup> percentile in English ASSET, Nationwide topper in ISC Mathematics board (100/100), 100<sup>th</sup> percentile in ACT English (36), Best Delegate in ShriMUN, 2018.

**Skills:** Hindi (Fluent); Proficient in MS Office, Final Cut Pro, Notion, Instagram ads, Mailchimp.

**Interests:** Reading, Writing, Content Creation, Philosophy, Travel (Italy, Spain, Switzerland, France, India), Event Planning, Music Production and Curation, Filmmaking.