

# Abhilasha Singh

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## Education

### University of Göttingen, Centre for Modern Indian Studies

M.A. in Modern Indian Studies  
October 2024 – Present

- Areas of interest: Ethnic nationalism, Democratic backsliding, Civil conflict, Consensus building, Party ideology in foreign and defence policy.
- Recipient, Niedersachsen Stipendium (2024).

### Mount Carmel College, Bengaluru

B.A. Communication Studies – Triple major: Communication Studies, Psychology, English Literature (First Class)  
June 2014 – April 2017

- **Student Chair**, International Relations and Foreign Policy Society (2015-2017)
- **Secretary General**: St. Joseph's College Model United Nations (2017), The Bangalore Conference (2016), Mount Carmel College Model United Nations (2015)
- **Awards**: Certificate of Outstanding Academic Performance, Graduating year (2017), Certificate of Outstanding Performance in Public Speaking (2014, 2015)
- **Committee Membership**: Editorial Committee (College Magazine), Debate Society, Communications Club (2014-2017)
- **Public Talks**: Student media representative on Gender Based Violence – Press Club, Bengaluru, and St. Aloysius College (2014), Keynote speaker – Independence Day 2014
- **Academic Administrative Assistant**: Co-ordinated lecture-demonstrations and colloquiums on Indian Classical Art, Dance and Music (2015), Organized and logistically supported the interview and review of prospective undergraduate students applying to the Department of Communication Studies (2015-2017)

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## Work Experience

### Political Researcher — Aam Aadmi Party, Karnataka

December 2022 – September 2024

- Researched voting behaviour at the constituency, ward, and booth level to understand Party preferences of voters in the Shivajinagar constituency for the 2024 Karnataka Assembly elections.
- Published internal reports on public opinion trends gathered by going door to door across the constituency over a period of time, identifying booths in support of and opposed to the party and candidate.

- Analysed English language news archives to gauge progress by opposition parties on civic issues.
- Designed a political marketing campaign for the Party's Legislative Assembly candidate from the Shivajinagar constituency and supervised WhatsApp marketing.
- Made Voter IDs for people across ages in economically underdeveloped wards within the constituency.
- Accepted appointment as President of the Student Union, 2023-2024.

### **Strategic Communications Specialist — U.S. Consulate General Chennai**

October 2021 – April 2022

- Evaluated the impact of communication strategies on public sentiment.
- Managed grants and served as the Public Affairs Section liaison with partner institutes working on research projects on climate change, gender based violence and religious freedom.
- Conducted comparative analysis of policy outreach campaigns.
- Created visual and digital media assets to drive organization presence, and U.S. in India mission objectives.
- Trained Mission staff in external communication and brand positioning.
- Managed Social Media communication and digital marketing.

### **Market Communications Specialist, South Asia – Nordson India Pvt. Ltd.**

July 2019 – September 2021 | May 2022 – September 2024

- Conducted primary and secondary research on the production process and capacity of industrial material manufacturers in India, Pakistan and Bangladesh.
- Created the brand voice and digital footprint of the organisation.
- Nurtured industry and media networks through Board liaison responsibilities at The Adhesives and Sealants Association (India).
- Trade Show Marketing.
- Managed and created digital media and print assets used across advertising and marketing channels.
- Led internal communications and Marketing budget planning.

### **Marketing Communication Executive – J.W. Marriott, Bengaluru**

July 2017 – June 2019

- Product planning and design
  - Online Reputation, Vendor, and Stakeholder management
  - Performance analysis and Campaign evaluation
  - E-commerce, event marketing and brand management
  - Social media marketing and analytics
  - Photography, content writing and visual identity building
  - Budgeting and expenditure forecasting.
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## Public Engagement

### Unframe – A Festival of Socialist Ideas, Berlin

November 2024

- Invited to deliver a talk on Mehmood Mamdani's *Neither Settler Nor Native*.

### Kosambi Reading and Analysis Circle

[www.kosambicircle.com](http://www.kosambicircle.com)

April 2020 – Present

- Worked on the adult political literacy initiative, creating lesson plans and aiding the convenor in designing the thematic structure.
- Designed the website and the organisation's social media presence.
- Featured on an interview panel (webinar) with Akshaya Mukul discussing his book *Gita Press and the Making of Hindu India*.
- Was elected to the Administration in 2022.

### Maraa, Non-Profit Organization

December 2016

- Helped design a curriculum on Gender and Sexuality for higher education institutions.
- Analyzed the Organisation's community radio initiative for effectiveness within targeted communities.

### Communications Assistant — Indian Green Service

May 2016 – July 2016

- Drafted communication materials representing the organisation to external stakeholders.

## Selected News Publications

- Abhilasha Singh, "Nordson's Solution to Eliminate Single-use Plastics for Collating Applications in Packaging," PrintWeek, n.d., <https://www.printweek.in/features/nordsons-solution-to-eliminate-singleuse-plastics-for-collating-applications-in-packaging-56047>
- Bangalore Mirror, "Carnival to Support Thalassemia Patient," Bangalore Mirror, April 24, 2015, <https://bangaloremirror.indiatimes.com/bangalore/others/bangalore-carnival-lgbtq-community-bangalore-queer-film-festival/articleshow/47043353.cms?>
- Bangalore Mirror, "We Have Been Pushed to the Edge: Pecos Pub," Bangalore Mirror, April 25, 2015, <https://bangaloremirror.indiatimes.com/bangalore/civic/pecos-pub/articleshow/47053852.cms>.
- Bangalore Mirror, "Watch Your Step When You Get Down From Bus at J B Nagar," Bangalore Mirror, April 26, 2015, <https://bangaloremirror.indiatimes.com/bangalore/civic/bbmp-jeevanbhimanagar-nandini-milk-shop-garbage/articleshow/47062346.cms>.

## Languages

English (C2; TOEFL 111), Hindi (C2), German (A1).

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## Certifications

- Digital Marketing, Indian School of Business & FICCI (2019).
  - Film Appreciation, Mount Carmel College (2015).
  - Sound Design (2015).
  - Photography (2016).
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## References

- **Dr. Sahana Das**, (Retired) HoD., Department of Communication Studies, Mount Carmel College: [sahanadas@gmail.com](mailto:sahanadas@gmail.com)
- **Mr. Suprotik Das**, (Retired) M.D., Nordson India Pvt. Ltd., Board Member, Indo-American Chamber of Commerce: [suprotikdas@gmail.com](mailto:suprotikdas@gmail.com)