

# OISHI SENGUPTA

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## Career Objective

Strategic Marketing major driven by a core belief: impactful marketing begins with understanding people. With a passion for consumer psychology and purpose-led creativity, I aim to build a career at the intersection of insight and innovation. My goal is to become a neuromarketer who crafts meaningful, ethical campaigns that inform, inspire, and influence responsibly. Rooted in integrity, empathy, and continuous growth, I'm eager to contribute to teams that value strategy with substance and creativity with conscience.

## Education

### Monash University Malaysia

Bachelor of Business and Commerce

Major: *Strategic Marketing*

Minors: *Management & International*

*Business Management*

Start Date: *July 2023*

Expected Graduation: *August 2026*

Focus areas: Psychological marketing,  
consumer behaviour, marketing strategy,  
brand planning

### Sunway College KL

Monash University Foundation Year

Start Date: *January 2020*

Graduation: *December 2020*

## Skills

- Market research & consumer insight
- Brand strategy & campaign ideation
- Psychological marketing application
- Canva, design & creativity
- MS Office, Google Workspace, R & Python (data cleaning & analysis)
- Event planning, transcription, minute taking
- Empathy-driven communication & conflict resolution
- Teamwork, adaptability, cross-cultural collaboration

## Languages

English (fluent) | Bengali & Hindi  
(conversational) | French (intermediate)

## Work & Volunteer Experience

### Freelance Front-of-House Crew

*Kuala Lumpur Performing Arts Centre* | Apr 2025 – Present

Delivered customer-facing service and sales support while strengthening stakeholder relationships through effective communication with sponsors and production teams.

### Publicity & Events Subcommittee Member

*Monash Students' Psychology Interactive Network* | Feb 2021 – Jun 2021

Created and scheduled social media content to promote events, while supporting the planning and execution of psychology-informed student engagement initiatives.

### Peer Tutor – Literacy & Numeracy

*New English School of Kuwait* | Sep 2016 – May 2017

Facilitated group learning and one-on-one academic support, building strong communication, mentoring, and leadership skills.

### Volunteer – Paediatric Engagement & Event Support

*Al-Amiri Hospital, Kuwait (via KACCH)* | Jul 2016 – Sep 2016

Supported child-focused events and recreational activities, applying empathy, engagement, and conflict resolution skills in a healthcare environment.

### Volunteer – Animal Welfare & Adoption Coordination

*Kuwait Society for the Protection of Animals and Their Habitat* | Sep 2015 – May 2016

Assisted with animal care and adoption outreach, using needs-based communication to match adopters with suitable companions.

## Certifications & Courses

- Standard Mental Health First Aider – MMHA | Aug 2023
- Career Success – INJAZ Kuwait | Feb 2017
- Entrepreneurship Master Class – INJAZ Kuwait | Feb 2014
- JA Personal Finance – Junior Achievement USA | Apr 2014
- Senior Diploma Part-I in Vocal Classical – SBSOSP | 2012
- ABRSM Grade 3 Piano – 2010
- Gen AI Study Jam 2025 – AI & ML MY, Sunway Tech Club (WIP)