

Swapan Deep Kaur

Phone: +918968142124

E- mail: swapan.deep1993@gmail.com

[LinkedIn - Swapan](#)

Work Experience -

Assistant Professor of Sociology

July 2019 - Present

Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh

Streams taught - Bachelor of Arts and Bachelor of Vocational Courses (UGC Grant supported course)

Subjects – Sociology (including Honors) and Human Rights

- Assisted in constructing, implementing, evaluating and revising curriculum periodically.
- Delivered a range of instructional programs and course curricula for more than 350 students each year.
- Assessed student learning to support course and program objectives.
- Enhanced student education by implementing new concepts, instructional strategies and educational ideas into classroom environments.
- Provided guidance and mentorship to undergraduate students, assisting them in their academic pursuits and career development.
- Prepared and delivered lectures to undergraduate students on topics such as race and ethnic relations, measurement and data collection and workplace social relations.
- Developed, maintained and taught 2 online courses for 3 semesters.
- Assisted with day-to-day operations, working efficiently and productively with all team members.
- Demonstrated excellence in teaching through interactive lectures, stimulating discussions, and innovative teaching methods, consistently receiving high student evaluations and commendations from peers.
- Actively participated in organising conferences, seminars, and public lectures, bridging the gap between academia and the wider community. These efforts contributed to augmenting the department's reputation.

Senior Academic Content Writer and Team Lead (Freelancer)

September 2020 - March 2023

Write Right

- Wrote and edited high-quality content in a stipulated time frame with an exciting, captivating, and authentic approach for 2400+ clients.
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free and non-plagiarised content and received of 200+ 5-star reviews on Google, Trustpilot and Clutch.
- Provided writing support in a fast-paced environment for a variety of public-facing materials.
- Organized material to research and complete writing tasks and brainstormed ideas to create useful content for clients.
- Collaborated with team members on topic ideation to determine key buyer personas and goals.
- Demonstrated leadership skills in managing projects from concept to completion while managing a team of 4 individuals.
- Acted as a team leader in group projects, delegating tasks and providing feedback.
- Interviewed individuals by phone, video chat and in-person to write news stories.
- Demonstrated creativity and resourcefulness through the development of innovative solutions.
- Efficiently managed multiple academic writing projects, ensuring on-time delivery and adherence to strict academic standards, resulting in a 95% project completion rate within deadlines.

Social Media Marketing Consultant (Freelancer)
Glitch Zam

April 2020 - Feb 2021

- Spearheaded the conception, planning, and execution of data-backed social media marketing campaigns for diverse clients.
- Consistently exceeding key performance indicators (KPIs) such as engagement rates, click-through rates (CTR), and conversion rates.
- Fostered strong client relationships by providing expert guidance and strategic recommendations tailored to their unique goals and industries, resulting in a 130% increase in client retention and referrals.
- Utilized advanced analytics tools to track and analyze social media performance, delivering actionable insights and optimizations.
- Achieved a 70% increase in ROI by continuously refining strategies based on data-driven findings.

Education –

Master of Arts Sociology with a specialization in Development Studies Panjab University, Chandigarh	2019
Bachelor of Engineering Electronics and Communication Chandigarh University, Gharuan, Punjab	2016
HSC (CBSE) GMSSS-35, Chandigarh	2012
SSC (CBSE) Sacred Heart Sr Sec School, Chandigarh	2010

Achievements –

- Cracked NTA NET in the first attempt during my 3rd semester year of post-graduation with a percentile of 88.9%.
- Topped my college in the stream of M.A. Sociology.
- Received the “Queen of Content” Award for delivering exceptional quality content.
- Featured amongst the “Top 5 Women Influencers to Keep an Eye On in 2023” by Business Tales Magazine.
- Featured amongst the “Best Content Writers in India” by Content Writers Club.
- Featured amongst the “Leading Professors and Academicians of 2023” by BTalkz Magazine.
- Awarded "Digital Content Innovator of The Year 2024" under Asia's Top 100 Influential Women Awards 2024 by Diva Planet Magazine

Publications/Research Experience –

- Published a book titled “Academic Learnings in Sociology 101 - Volume 1.” ISBN: 979-8857-886526.
- Editor of the research project “India Book Market Report 2022: Understand the book market and its contribution to the Indian economy.” ISBN: 978-8195-575022 (Print edition).
- Published a paper titled “The Dent in Parity As A By Product Of Acid Attacks A Glance Into The Nuanced Nature Of This Trauma That Perpetuates Socio Economic Suffering Of Its Victims” in the IOSR Journal of Humanities and Social Science, ISSN : 2279-0837 28.
- Published a paper titled “Confluence of Parental Mental Illness and Multidimensional Poverty : Impact on the Household” in Intellectual Quest (A Refereed Journal of Humanities and Social Sciences). ISSN 2349-1949

- Research Mentor at Antahkarana for a Research and Advocacy Project to analyse the structure of Mental Healthcare in India, where I aided a paper's publication on the topic "Intersection of mental health with other factors-ecological, social, economic, political". ISBN 978-9354-453304.
- Chapter "Inclusion of Specially-abled Adults in the Indian Social Ethos" in a book titled "Dynamics and Perspectives of Social Inclusion in India" By Sakshi
- Chapter "A Sociological Analysis of Social Stigma and Gendered Violence through the Lens of Acid Attack Survivors in Indian Society" in a book titled "New Perspectives In The History Of India: Continuity And Change"
- Presented a self-authored qualitative study on "Legal Aid for Victims of Acid Attack: Lifting Legal Poverty" at the International Conference Being hosted by Government Mohindra College, Patiala.
- Published a newspaper article on "AI v/s India's Mental Health Crisis" in the Daily Marathwada Sathi.

Extra-Curricular Activities -

- Aced the Team Change Leaders Programme by Breakthrough India and contributed towards a more gender-just future.
- Marketing Head of TEDx Dav College, 2019.
- Organiser of VIC 2k18, at DAVC, Chandigarh.
- Organiser of CU Fest 2k14 and CU Fest 2k15 held at Chandigarh University, Punjab in 2014 and 2015.
- Organised the 22nd National Conference of the North-western Indian Sociological Association on "Hundred Years of Sociology in India: Perspectives from North-west Region."
- Appointed as Managing Editor of "The Cognitive Circle: Law Journal and Newsletter."
- Worked as a Student Mentor (Volunteer) from October 2020 - April 2022 at Freedom Employability Academy where I counselled 30+ students underprivileged to help promote personal and educational motivation, alongside helping them construct a career roadmap.
- Organised the 22nd National NWISA Conference in an end-to-end manner.

Invited as a Resource Person -

- Invited as the Keynote Speaker for a seminar on "Self Esteem Matters" by SOLAI Club of Vellore Institute of Technology.
- Invited by the Rotary Club of Silicon Andhra for an International Lecture on "Breaking the Bias - Glass Ceiling Beyond the Binary Narrative."
- Invited by Oakridge International School, Mohali for a Lecture on "Breaking the Stigma" on the occasion of World AIDS Day.
- Invited as a Speaker by the Global Teacher Association Webinar Series by International Global Network on the topic "Gender Equality In Education: Empowering Women And Girls, Empower The Generation" on 14.7.24

Core Competencies -

Robust Communication Skills

Academic Writing

Solution-oriented mindset

Collaboration

Critical and Analytical Thinking

Research and Project Development

Understanding Social Dynamics, Contexts and Consequences

Gender Studies