

Rohan Roychoudhury

475 Sherbrooke St. West, #2002 | Montreal, Quebec H3A 2L9 | Canada
rohan.roychoudhury@mail.mcgill.ca | (514) 348 2802



“Rohan is a highly motivated, self-learner who has a positive attitude, a yes-of-course spirit, and a high level of curiosity. An excellent team player, with proven leadership skills, Rohan has the ability to ideate and innovate solutions, think on his feet, and adapt to challenges and new situations. Rohan is extremely intelligent with a finely balanced EQ, he is a charming gentleman, and a gifted orator. Gregarious, friendly, Rohan is an asset to any team or group.”¹



Rohan Roychoudhury, a Canadian national, is currently enrolled as a U1 student at the Desautels School of Management at McGill University in Montreal, Canada. He is pursuing a major in Finance, with a minor in Economics. His passions and areas of interest include financial consulting, aerospace mining and its impact on global economics, medical robotics, social media marketing, and classical music’s impact on cognition.²

Education

Student at **McGill University’s Desautels Faculty of Management**. Major in Finance, Minor in Economics.

Graduated **High School US Curriculum Program, American School of Dubai**

US Presidential Honors Graduate of the **American School of Dubai. June 2018.**

Job/Work Experience

INTERN: LANDOR — 2018 | BRAND STRATEGY & CONSULTING

A unique paid opportunity at Landor – a global leader in brand consulting and design – Landor helps clients build agile brands that thrive in today's dynamic, disruptive marketplace. Worked with both strategy consulting and design teams on brand research, competitive brand design strategies, consumer to brand engagement, brand development, and brand positioning in the context of today’s tech-driven marketplace. Designed a consulting framework for the regional office, and built a case study for Riyadh Bank.

INTERN: McCANN WORLDGROUP — 2017 | SOCIAL MEDIA & FIN-TECH DEVELOPMENT

Interned with the social media department of FP7/McCann – a leading advertising/marketing agency in the region and part of the global McCann WorldGroup and IPG network. Worked on copywriting assignments and developing social media strategies and content guidelines for clients such as McDonald’s, and developed social media marketing plans as well as online market targeting. Further assisted with the research and development of an interactive AI system for a regional financial institution.

INTERN: MRM // MCCANN // PROMOSEVEN360 — 2016 | MOBILE APPS, DATA & INSIGHTS

Worked at a marketing technology agency – MRM McCann / Promoseven360, developing mobile applications for clients and creating pitches for new potential clients. On data visualization: collecting and mining data on various industries, markets, or audiences, and converting them into useful insights for client brand pitches.

INTERN: IPG / MIDDLE EAST COMMUNICATIONS NETWORK — 2015 | ADVERTISING & CREATIVITY

Worked at the IPG/Middle East Communications Network, Dubai head office, for the global advertising agency group’s agency offices – developing advertising campaign ideas and conducting market analyses for client brands such as Emaar Properties and Bank of Oman.

1: from a recommendation by Shahbaz Zobairi, Executive Creative Director, IPG/Middle East Communications Network Dubai

2: can be further explored in a published research paper written by Rohan, titled *The Mozart Effect: A Comparative Study on the Impact of Mozart’s Slow Lyrical versus Fast Non-Lyrical Music on Cognition*

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Background Profile

HONORS & RECOGNITION

Rohan is a graduate of the Advanced Placement system, and has won the AP Capstone Award for 2017. AP Capstone cultivates curious, independent, and collaborative scholars and prepares them to make logical, evidence-based decisions through advanced writing. He is also a High Honor Roll with Distinction member: 2015, 2016, 2017, 2018, and recipient of the United States President's Academic Honor Roll Award.

DEBATING, SPEECHES, PRESENTATIONS

Model United Nations as President at the American School of Dubai Model United Nations..

Participated in various MUN conferences around the world, as both a delegate and a forum President of the Security Council and other committees from 2015 to 2018.

COMMUNITY SERVICE / VOLUNTEERING

Rohan has served on the Little Wings Foundation Dubai chapter committee from 2014 to 2016, and as chapter President from 2017 to 2018. The Little Wings Foundation is a voluntary charity initiative that raises funds to support medical and surgical support to children in war affected areas around the globe.

Member of the National Honor Society's chapter at the American School of Dubai, involved volunteering service hours and leading community service projects.

ENTREPRENEURSHIP

As part of a self-driven venture, Rohan co-founded and led the Dubai Youth Film Festival – a first of its kind film festival featuring student created films from those within the UAE. Rohan's role included marketing the festival, organization, managing logistics for the event, fundraising and fund managing, sponsorships and support, leading teams, inviting speakers and participants, exhibit selection, and jury. DYFF ran for the second successful year in the summer of 2018 under Rohan's leadership. He was recognized by his High School Principal for the effort. For more information, see dubaiyouthfilmfestival.com

BRAINSTORMING & IDEATION

Selected as the only representative from the Middle East region at a global hackathon organized by GM and Chevrolet held in Detroit, at the GM HQ in 2017. The hackathon was on Youth and the Future of Motoring.

Skills

CONSULTING – MYVISION

As of fall 2018, Rohan works as a consulting project coordinator for MyVision McGill, a student-run enterprise that seeks to engage young, talented students in the current challenges of social businesses.

JOURNALISM & WRITING

Rohan is currently staffed as a writer for The Bull & Bear, McGill University's premier student-run magazine. The publication is operated on an unpaid basis by an executive board of 6 members, an editorial team of 12, and a total staff of approximately 75. Rohan is a writer for the Business & Technology section of the publication. For more information, see bullandbearmcgill.com/author/rohan-roychoudhury/

Rohan is a skilled writer, and had successfully completed the Advanced Placement (AP) Capstone and AP English Language and Composition programs – both advanced college level courses built on research and writing. He has researched and written on the feasibility of space mining, online education, and demonetization initiatives.

Rohan is adept at writing strategy documents, proposals, presentations, policy documents and research papers. He is experienced in drawing insights from data and interpreting data into measurable and logical deductions.

LANGUAGES

Besides English (his first language), Rohan is also proficient in Spanish and Bengali.

BLOCKCHAIN RESEARCH

As of January 2019, Rohan works as an Event Coordinator for Blockchain at McGill. Blockchain at McGill is one of Montreal's fastest growing technology non-profit organizations, which hosts blockchain-based hackathons, case competitions, and social innovation summits all over the city of Montreal.