

SIYONA JHUNJHUNWALA

Dubai, UAE

Tel: +971 585903709 | Email: siyajhun@gmail.com | Year 11 / Grade 10

EDUCATION

Jumeirah College
Dubai, UAE

June 2027

Curriculum: GCSE's/ A-Levels

GCSEs: Economics(9), Psychology (8), Maths(8)

HONORS AND AWARDS

2024 **Guitar Level 4 (Trinity College London)**

EXTRACURRICULAR ACTIVITIES

Podcast Creator Dubai-99 (Spotify)

April- Present

- A podcast about Indian festivals, each episode will have a different focus
- For example, currently working on a Business Approach to an episode: differences between celebrating Diwali in India vs. Dubai. A potential business angle could make the episode more unique and engaging, such as: How Bikanerwala has successfully provided high-quality Indian sweets to the community, enabling families to celebrate such a significant festival away from India.
- The broader entrepreneurial opportunities in replicating such community-focused initiatives.

Founder, ArtConnect Dubai App

August 2024 - Present

- This app is being designed for high school students in Dubai who are interested in art-related experiences and events. We identified Alserkal Avenue as a focal point for the arts, and the app would curate a list of events specifically for a young audience. It would fill a current gap, as Alserkal solely relies on its website for event promotion.
- This app aims to potentially collaborate directly with Alserkal Avenue to bridge this gap, making art and culture events more accessible and engaging for Dubai's youth.

Coordinator & Organizer, Pitch Perfect

September 2025 - November 2025

- Organized a student-led competition where helping year 10 and 11 students develop business pitches for a "Shark Tank"-style competition.

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- Worked with two other students to organize the event, which will conclude at the end of the term.
- Reached out to real business owners in Dubai to participate as a guest judge alongside the economics teachers

FunFair Volunteer, Al Noor Rehabilitation & Welfare Association for People of Determination

January 2026

- Volunteered for the Al Noor Informa Family Funfair 2026
- Participated in celebrating and supporting education, and creating meaningful moments for People of Determination.
- Engaged in one of Dubai's most loved family events which allows brands who want visibility, sales, and community exposure
- Supported emerging and established brands to grow their presence and reach thousands of families in a single day.

Center, Jumeirah College Basketball Team

Aug 2023 - 2024

- Participated in local sports tournaments to represent Jumeirah College's Women's Basketball team.

Basketball Player - Slam In International Sports Academy Dubai

2022 April-2024 July (or Present)

- Participated in rigorous training and development of team-oriented skills
- Competed with regional sports clubs in Dubai

Guitar, Trinity College Exam

2022- Present

UNIVERSITY COURSEWORK

Fundamentals of Sales and Marketing, Goldman Sachs 10,000 Women (Online)

February 2025 - Present

- Learning to develop your marketing strategy and brand-building
- Exploring a range of useful marketing tools and learning how to use analytics to measure success in the context of business growth.
- Gaining a clear and comprehensive understanding of the marketing and sales cycle.

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- The course aims to develop and understand how to identify the right marketing tools to reach target markets, and how an effective marketing plan can convert into sales and revenue for business.

An Introduction to Consumer Neuroscience & Neuromarketing, Copenhagen Business School

March 2025 - Present

- Exploring questions such as “How do we make decisions as consumers?”, “What do we pay attention to, and how do our initial responses predict our final choices?” and “To what extent are these processes unconscious and cannot be reflected in overt reports?”
- Analyzing basic methods in the emerging fields of consumer neuroscience and neuromarketing.
- Learning about the methods employed and what they mean.
- Learning about the basic brain mechanisms in consumer choice, and how to stay updated on these topics.
- Developing skills and knowledge regarding the current and future uses of neuroscience in business.

PROFESSIONAL EXPERIENCE

Upcoming Corporate Communications Intern, Shelf Drilling DMCC

August 2026

- Shelf Drilling is a leading contractor of jack-up rigs. We are incorporated under the laws of the Cayman Islands with Management headquartered in Dubai with rig operations across Southeast Asia, India, West Africa, North Sea, and MENAM (Middle East, North Africa & Mediterranean).
- Working on corporate communications regarding maintaining the company’s long-term and mutually beneficial relationships with customers and suppliers.

ADDITIONAL SKILLS

- Hindi(Fluency)
- English (Bilingual)
- Spanish (Beginner)

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- Guitar
- Visual Art