

# Indira Midha

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## Education

**University of Illinois at Urbana-Champaign**

**Graduating May 2020**

*Bachelor of Science in Advertising*

## Experience

**American Advertising Federation Illinois**

**Champaign, IL**

*AdBuzz Public Relations Agency*

New American Welcome Center, *Account Executive & Translator*

*Sep. 2018 – Present*

- Manage team operations for non-profit advocacy copywriting & fostering inclusive team culture
- Communicate with client ensuring satisfaction with copywriting and social media activity
- Translate all written content from English to Spanish

Verge Illinois, *Copywriter*

*Mar. 2018 – May 2018*

- Wrote advertising industry-related articles for the new student-run advertising website

*Pangaea Multicultural Agency*

Mi Pueblo, *Account Manager*

*Feb. 2019 – Present*

- Manage team creating promotional content for social media and create a social media strategy
- Collaborate with creative team to incorporate appropriate Spanish into copy and graphics

Musubi Des, *Account Manager*

*Sep. 2018 – Dec. 2018*

- Managed and contributed to creative and strategic social media campaign creation for small business
- Created basic graphics with Canva to use in social media advertising campaigns

Shape Master, *Interim Account Manager*

*Nov. 2018 – Dec. 2018*

- Managed project execution for creating an informational video and monitored client satisfaction
- Shot video for small business on-site according to storyboard we created and edited using iMovie

*Diversity Leadership Council*

*Jan. 2019 – Present*

- Analyze diversity and representation in media and the advertising industry in a group setting
- Ideate on improvement to chapter's culture of inclusion and implementation strategy

**The Spread Magazine**

**Champaign, IL**

*Incoming Editor-In-Chief, Co-Editor, Pop-Culture Editor, Writer*

*Sep. 2016 - Present*

- Edit written pieces, package, format, and post on WordPress website for monthly publication
- Brainstorm with editing staff on content ideas for upcoming issues based on past issue analytics
- Create lifestyle, college life, and entertainment content in both video and written formats

**University of Illinois College of Media**

**Champaign, IL**

*Primary Student Organizer for Admitted Students Weekend*

*Nov. 2017 – Mar. 2018*

- Organized welcome and informational events to offer the well-rounded Illinois media experience
- Interacted with prospective students before/during/after event, and led current student panels

## Conferences

**Campus Forum on Climate, Race, and Ethnicity**

**Champaign, IL**

Panelist on De-Marginalization

*Apr. 17, 2017*

## Skills

Languages: English (fluent), Spanish (fluent), French (intermediate)

Technology: WordPress, Google & Microsoft Office Suites, Search Engine Optimization, iMovie, Canva

Certificates: Trade Desk Training Academy Programmatic Advertising Certificates (4)