

Mishri Someshwar

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Website: www.mishri.org

EXPERIENCE

The National Society of Collegiate Scholars Washington D.C.

Manager, Outreach-Communications (January 2009- present)

- Created PR campaigns for major company programs and events including 15th anniversary
- Social media: took company's Facebook page from 3,000 to 15,000 fans in 4 months through PR campaign; increased company LinkedIn group membership from 200 to 3,500 in 4 months.
- Worked with vendors to create company collateral (brochures, invitations, videos, etc).
- Supervised Coordinator

The National Society of Collegiate Scholars Washington D.C.

Coordinator, Outreach-Communications (June 2007- December 2008)

- Created 47 press releases; placed 43 news-stories in campus/local papers.
- Wrote annual report, speeches for Senior Directors and Student Board.
- Served as a source for students reporters' stories about high-achieving NSCS members.
- Created 3-4 marketing e-mails/ e-newsletters per month about specific programs and services.
- Ran faculty awards program (Inspire Integrity Awards) increased student nominations from 188 to 324; increased faculty applications from 98 to 112.
- Maintained communications guide and trained full staff on guide's key points.
- Created podcast scripts; interviewed staff members and corporate partners for podcasts.
- Supervised two interns.
- Worked on NSCS annual invitation campaign (direct mail campaign inviting prospective new members); worked with printers to set up and finalize 233 unique letters; approved final proofs.
- Edited *The Collegiate Scholar*, a member-driven literary publication.

Catalyst (American University student magazine) Washington D.C.

Editor (Aug. 2005- 2006)

- Edited and fact checked 25 articles for the American University science magazine's spring and fall 2006 issues.
- Coordinated with 10 student writers, 5 department chairs and University Publications office.
- Wrote editorials for 3 issues and 6 articles for the magazine over 4 issues.

SKILLS:

- Working knowledge of Adobe Illustrator, Adobe InDesign, Dreamweaver and MS Office.
- Working knowledge of Drupal, Joomla, Wordpress and Commonsense CMSs.
- Familiar with AP and MLA style.

OTHER ACTIVITIES:

- Toastmasters: (October 2007-present)
- Teaching ESL at Language ETC: (September 2007- June 2009)

EDUCATION

Bachelor of Arts, Journalism (May 2007)

American University, Washington D.C, GPA 3.88.