

Mishri Someshwar

mishri.someshwar@gmail.com | www.mishri.org

Experience:

The National Society of Collegiate Scholars Washington D.C.

Manager, Communications (January 2009- present)

- Review and edit 85 percent of company's marketing e-mails, Web site copy and press releases.
- Oversee company use of social media including Facebook, Twitter, and YouTube channel; took Facebook page from 5,000 to 15,000 fans in 3 months.
- Create marketing plans for all company initiatives and programs.
- Work with print vendors to create collateral--from copy to final print product.
- Maintain communications guide and train full staff on NSCS' communications standards.
- Serve as company liaison with all vendors regarding branding and general communications.
- Supervise one-full time coordinator and two interns.
- Oversee press calendar and multimedia planning.

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.
- Created 60-70 marketing e-mails/ e-newsletters about specific programs and services.
- Ran faculty awards program (Inspire Integrity Awards); increased student nominations by 70 percent; increased faculty applications by 15 percent.
- Created podcast scripts; interviewed staff members and corporate partners for podcasts.
- 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.

Skills:

- Working knowledge of Adobe Illustrator, Adobe InDesign, Dreamweaver and MS Office.
- Working knowledge of Drupal, Joomla, Wordpress and Commonsense CMSs.
- Experienced in working with e-mail marketing software, including Magnetmail and Xert.
- Familiar with AP and MLA style.

Other Activities:

- **Literacy Tutor** at the Washington Literacy Council (February 2010- present)
- **Toastmasters member** at Dupont Speaks Club (October 2007-present)
- **Volunteer English Tutor** at Language ETC: (September 2007- June 2009)

Education:

Bachelor of Arts, Journalism (May 2007)

American University, Washington D.C, GPA 3.88.