

## PROFESSIONAL SUMMARY

- Experienced journalist in television, radio, and print media
- Creative blogger for The Huffington Post and other clients
- Prolific public speaker in social media, entrepreneurship, and female empowerment
- Innovative consultant for publicity and social media management
- Exciting brand ambassador

## EXPERIENCE

Western New England University: Springfield, MA November 2017-Present

Senior Copywriter

Copywriter

December 2013-October 2017

- Write, edit, and proofread articles for alumni publications, web, and collateral for incoming students.
- Member of Core Team to plan, build, write, and organize quality control for new website.
- Interview current students and alumni for profile stories.
- Scripted and assisted with filming a Virtual Tour.
- Serve on committee to hire Director of Athletic Communications.

ABC40/Fox6: Springfield, MA

Assignment Editor, Producer

December 2011- August 2012

Freelance Producer

September 2012-January 2013

- Identified and developed story ideas and scheduled interviews.
- Followed up on breaking news and updated the station website.
- Stacked and wrote stories for newscasts, communicated with talent on set and live hits.

WAMC-Northeast Public Radio: Albany, NY

Student Correspondent

Spring 2011

- Produced, wrote, edited, and voiced timely stories in the Springfield area.
- Collaborated with the news director to air stories on WAMC.

## FREELANCE PROJECTS

The Huffington Post

January 2015-Present

Blogger

- Write, submit, and promote blog posts on a variety of topics, including college, women's issues, and entrepreneurship.

Various Clients

Freelance Blogger and Consultant

- Write and edit blogs for clients, including Monroe Casting, AnyCafé, ZIRUI, Lumme, BRIGADE, Providentia Marketing, What You Do Matters, TreatNow.org, and Entertainment Industries Council.

*The Republican*/MassLive.com/Advance Publications: Springfield, MA

November 2013-December 2014

Freelance Reporter (various news assignments)

Oconco Marketing: Pittsfield, MA

July 2013-October 2013

Temporary Freelance Writer (real estate, legal, and money topics)

## PUBLICATIONS

Vidyasagar, Shruti and Poornima Hatti. 2018. Leadership and Role Modelling: Understanding Workplace Dynamics. Cham, Switzerland: Palgrave Macmillan, an imprint of Springer International Publishing.

## OTHER EXPERIENCE

Distinguished Young Women of Greater Easthampton and Massachusetts: Easthampton, MA

Volunteer September 2014-Present

- Mentored high school girls during a nine-week program that helps participants win scholarship money.
- Assisted with fundraisers, volunteer opportunities, and press releases to raise scholarship money.

Access to Media: Chicopee, MA

Media Research August 2012-June 2013

- Collaborated with sales representatives to create tailored advertising strategies for various media outlets.
- Negotiated price structure with media organizations and determined appropriate timelines.
- Established and maintained positive relationships with existing and potential media organizations.
- Wrote press releases, and developed website and social media pages.

**Merritt Films:** Enfield, CT

Production Assistant, Featured Extra November 2012-June 2013

- Assisted with pre-production of films, including casting, script editing, and props.
- Staged sets, kept track of actors' wardrobe, slated scenes, and assisted cinematographer.
- Monitored continuity and script adherence on set and ensured filming progressed smoothly.
- Managed social media and publicity for films.

## PUBLIC SPEAKING AND TRAINING

Western New England University

- Guest Lecturer in Intermediate Journalism, Advanced Radio Reporting, and TV Production courses
- Senior Success Series, panelist
- Graduating Senior Farewell, keynote speaker

MassMutual Academic Achievers: Building Your Future Conference, speaker

Junior Achievement of Western Massachusetts: Prom Fashion Show for Charity, Host

Toastmasters International, Treasurer

Finding Your Niche in Voiceovers, Dana Rizzo, Voices for All

One-on-One Online Intro to VoiceOvers, Kathleen Taylor, Voices for All

Introductory VoiceOvers, Chris Scharling, VoiceCoaches

## HONORS

- Western New England University Department of Communication Alumnus of the Year, 2015
- Nancy Hoar Excellence in Communication Award, 2012
- Alumni Association Skookum Award for Excellence in academics and leadership, 2011

## SKILLS

- Mac and PC, Microsoft Word, Excel, PowerPoint, and Publisher
- iNews; iMovie; Final Cut Pro; Studio Camera; Character Graphics; teleprompter, Avid Assist; NEWSCAD; Content Management Systems (CMS)
- Social Media: Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Youtube

## EDUCATION

Western New England University: Springfield, MA

Master of Science in Organizational Leadership

May 2016

Bachelor of Arts in Communication, Media Theory and Production, Summa Cum Laude

May 2012

