

Maya Ravi

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EDUCATION

Northwestern University, Evanston, IL

BSJ/BM Dual Degree: BS Journalism & BM Flute Performance, Expected June 2025

GPA: 3.86, Dean's List: All quarters (2021-current)

The Daily Northwestern, Evanston, IL

Reporter, January 2022 - Present

- Source and quote 3+ interviews per story, contacting and interviewing 10 sources per story on average
- Write social media content: 1 Facebook post and 2 X posts per story
- Produce print and multimedia pieces: photo galleries, illustrations, articles

The Northwestern Undergraduate Research Journal, Evanston, IL

Print Editor, September 2022 - Present

- Publish a yearly print journal: distributed to Library of Congress and NU administrative leaders
- Ensure clean, clear copy by editing Northwestern faculty-selected senior theses using AP style
- Contribute to journal content by researching, writing, and editing long-form features

Bienen School of Music, Evanston, IL

Musician, September 2021 - Present

- Won undergraduate and graduate pool audition for the symphony orchestra, NU's most prestigious ensemble
- Collaborated with school of comms. in student-community-driven musicals (Ex: Waa-Mu show, Dolphin show)
- Engaged with the Evanston and greater Chicago communities via chamber and religious music

RELEVANT EXPERIENCE

Music AppHelpers, Remote

Founder & Copy Editor, June 2022 - Present

- Created a 501(c)(3), a no-cost program for high school, undergrad, and grad students applying to music school
- Crafted a grant and secured partnerships with Mannes Prep and the WA Musical Pathways Initiative
- Prepared 70 students on four continents, resulting in acceptances at Colburn, Rice, Juilliard, Yale, and more

Music Academy of the West, Santa Barbara, CA

Artistic Program Coordinator, June 2024 - August 2024

- Headed all masterclass communications for 32 instrumental fellows and 12 teaching artists
- Collected information, prepared, and approved final edits for all print masterclass materials
- Point of contact for production, artistic operations, and marketing teams to produce 65 public events

Heifetz International Music Institute, Staunton, VA

Marketing Intern, June 2023 - September 2023

- Promoted a season of 60+ sold-out concerts using Constant Contact, AudienceView, and Canva
- Created long- and short-form multimedia content for international audience (Facebook, Instagram, X, YouTube)
- Built a history of repertory and performer diversity/reach using Airtable and the Google Suite

KMFA 89.5, Austin, TX

Marketing & Engagement Intern, June 2022 - September 2022

- Brought weekly e-newsletter to a 35% open rate by researching audience interests and digital impressions
- Sustained and built relationships with sponsors by creating and proposing marketing packages
- Examined listener data to research and recommend promotional vehicles for increasing listenership

SKILLS

Computer

Proficient in Microsoft Office, Google Suite, Adobe Premiere Pro CS5, Adobe Premiere Rush, Adobe Audition, Adobe Illustrator, Constant Contact, ArtsVision, Airtable

Social Media

Instagram, Facebook, YouTube, X, LinkedIn, Meta Business Suite

Language

Spanish (6 years of coursework)