

DIYA MEHTA

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EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, Elliott School of International Affairs
BA International Affairs (Concentration in Gender), Minor in Journalism and Mass Communication

Washington, DC
May 2025

EXPERIENCE

MSNBC DIGITAL PLATFORMS TEAM

New York, NY

Social Media

June 2023- December 2023

- Pitched and executed ideas for instagram (@msnbc) carousels and stand alone graphics using MSNBC branding in Figma
- Curated and formatted Sunday MSNBC Daily Newsletter guided by performance of articles and videos throughout the week as seen in Parse.ly as well as personal news judgment
- Wrote short articles to be published on live-blogs during GOP Presidential Debates and other events
- Monitored queue of automated content on MSNBC Twitter & Facebook and editing social copy on True Anthem
- Clipped footage from MSNBC live broadcast for Twitter, Facebook, & Threads
- Wrote original social copy for native and canonical video on Instagram, Facebook and Twitter

SURAJ PATEL FOR CONGRESS (NY-12)

New York, NY

Body Person, Press Liaison, Social Media Coordinator, & Field Organizer

May 2022 - August 2022

- Scheduled and attended press conferences and interviews, live debates, and online forums while coordinating with field teams and other campaign staff to brief Candidate Suraj Patel and ensure optimal time management
- Grew Instagram following by 40% and increased story engagement by 30% on verified Instagram @surajpatelnyc
- Designing content on Canva for all Social Media Platforms (Facebook, Instagram, and Twitter) as well as for other voter engagement platforms like Mobilize to boost online presence, voter involvement, and volunteer recruitment
- Organized Mobile Ice Cream Truck Rally Events, Meet & Greet Events and Debate Watch Parties around NY-12
- Clipped and posted videos and quotes in real time during NY1 and Pix11 debates to Twitter and Facebook
- Knocked 2,000 doors (primarily NYCHA housing) speaking to voters about pertinent issues in NY-12 and monitored backend data from voter interactions of other staff and volunteers

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New York, NY

Campaign Social Media Strategy

March 2021- June 2021

- Managed Campaign Facebook and designed content on Canva for Twitter and Instagram to boost online presence, voter involvement, and volunteer recruitment
- Planned 4 campaign events and created live photo and video content for Facebook and Instagram to make events accessible to online viewers

ACTIVITIES & SKILLS

GW Raas (Competitive Dance Team), *Captain* (Spring 2024 - Present) *Logistics Chair* (Spring 2023- Spring 2024), *Social and Fundraising Chair* (Spring 2022- Spring 2023), *Member* (since Fall 2021)

GW Democracy Matters, *Vice President* (Spring 2023- Spring 2024), *Communications and Social Media Director* (Fall 2022- Spring 2023), *Member* (since Spring 2022)

DC Student Consortium on Women, Peace, & Security - *Secretary* (Spring 2024 - Present) *Social Media Committee* (Spring 2023- Spring 2024), *Member* (since Fall 2022)

Languages: English (Native Proficiency), Gujarati (Fluent Proficiency), Spanish (Fluent Proficiency)

Technical: SailThru, Wildmoka, Figma, True Anthem, Dropbox, Nebula, WordPress, Trello, Google Suite (Docs, Trends, Slides, Sheets, Forms), Microsoft Suite (Word, Powerpoint, Outlook, Excel), Slack, Canva