

VIHA UMASHANKAR

*Rising junior, Rausser College of Natural Resources at UC Berkeley
Seeking positions in sustainability and climate change advocacy*

vihauma@berkeley.edu | [LinkedIn](#) | [Graphic Design Portfolio](#)

EDUCATION

University of California: Berkeley

*Bachelor of Science in Environmental Economics & Policy and Society & Environment
Minor in Sustainability*

- Cumulative GPA: 3.0/4.0
 - Expected Graduation: May 2025
 - UC Berkeley Changemakers
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RELEVANT EXPERIENCE

Co-President: Indian Students Association (*May 2023 - Present*)

- Promote sustainable practices through the organization, and research sustainable/zero-waste practices for the club. Promote diversity, equity, and inclusion through club practices and events, to ensure equitable representation across our programming.
- Manage and budget an annual cash flow of \$100,000+ received through grants, ticket sales, university funding, and corporate sponsorships.
- Manage a team of 30+ undergraduate students to plan and host small and large-scale cultural events for anywhere between 50 to 3000 UC Berkeley students.
- Facilitate weekly meetings with all organization members to discuss action items and deliverables.

Marketing Director: Indian Students Association (*August 2022 - May 2023*)

- Initiated social media collaborations with larger accounts such as UC Berkeley's official Instagram, CalTV, and UC Berkeley Life and received 7,000+ likes, 100,000+ views, and 500,000+ impressions.
- Built an active social media presence of 2,500+ followers on Instagram, averaging over 10,000 impressions per month.
- Managed all communications via social media (50+ messages and tickets per month) and the mailing list of 100+ recipients on MailChimp
- Managed a team of 5 graphic designers, photographers, and web designers and worked closely to create an efficient and effective workflow.
- Created 1000+ graphics using Adobe Illustrator, Adobe Photoshop, Canva, and Figma to post across Instagram, Facebook, LinkedIn, and Discord.

Visitors Services Assistant: Berkeley Art Museum and Pacific Film Archive (*September 2021 - Present*)

- Process museum admission, BAMPFA memberships, film tickets, and BAMPFA Store merchandise for 1,000+ patrons a month.
- Serve as the public face of the UC Berkeley Art Museum and Pacific Film Archive (BAMPFA).
- Greet and interact with museum visitors, answer phones, and transfer calls, and stay abreast of current and upcoming BAMPFA programming.

Creative Services Design and Media Intern: Change Healthcare (*July 2022 - December 2022*)

- Helped drive business objectives by assisting with designing 100+ campaign assets such as brochures, infographics, webinars, videos, and other marketing assets using Adobe InDesign and Illustrator.
- Worked with a team of 20+ graphic designers to create B2B and B2C materials for the company's website, tradeshows, podcasts, social media platforms, and more.

ADDITIONAL EXPERIENCES

- Media and Photography Assistant for Curry Cravings™ LLC (*August 2015 - Present*)
- Sales Associate: Paper Source (*May 2023 - Present*)
- Sales and Marketing Intern: Pickle Juice Financial Services (*May 2022 - August 2022*)
- Marketing Intern: Vicarious PR (*May 2021 - August 2021*)
- Early Learning & Grading Assistant: Kumon Tutoring (*January 2021 - August 2021*)
- Philanthropy and Finance Intern: Magic Bus India (*May 2020 - August 2021*)

AWARDS & ACHIEVEMENTS

- [Georgia Science and Engineering Fair Awards \(2016-2021\)](#)
- ASM Material Science Foundation Award (*2021*)
- ChangeMakers Rising Innovator Award (*2021*)
- Ricoh Sustainability Development Award (*2019*)

ASSOCIATIONS & GROUPS

- Asian American Journalists Association - Atlanta and San Francisco Chapters (*AAJA*)
- Berkeley Energy & Resource Collective for Undergraduates (*BERCU*)
- Berkeley Environmental Economics and Policy Students (*BEEPS*)
- Indian Students Association at Berkeley (*ISA*)
- Students of Color Environmental Collective at Berkeley (*SCEC*)

REFERENCES

Pradnya Haldipur

Vice President of Development and Communications at the Institute for Sustainable Communities

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Jim Sugarman

Sales Manager at Berkeley Art Museum and Pacific Film Archive

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Office: (510) 643-3901

Caroline Lanier

Creative Director at Optum (Former Design Director at Change Healthcare)

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