

Palak Barmaiya

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EDUCATION

Florida Atlantic University, Florida | Master of Fine Arts in Media, Entertainment, and Technology | Aug. 2020 – June 2023

South Dakota State University, South Dakota | Bachelor of Science in Journalism, Minor in Political Science | Jan. 2015 – May 2019

SKILLS

- **Content Tools & Platforms:** WordPress, Wix, Anvato, Social Newsdesk, Crowdtangle, Tweetdeck, Hootsuite, Wochit, Drupal, Google Analytics, Adobe Premier Pro, Audacity, Insta 360 Studio, Unity game engine, Descript, Salesforce CRM
- **Content Strategy:** Content Optimization and SEO, Audience Research & Segmentation, Social Media Strategy & Management, Brand Strategy & Positioning, Email Marketing, Content Marketing Trends, Emerging Technologies.
- **Storytelling:** AP style news writing, multimedia storytelling, cross-platform content adaptation and production, newsletter and digital publication design and layout, copyediting, project management.

PROFESSIONAL EXPERIENCE

School Of Communication & Multimedia Studies, Florida Atlantic University, Boca Raton, FL

Aug 2020 – May 2023

Graduate Student Assistant

- Assisted in the school's website and social media content development. Wrote news stories, and faculty and staff spotlight.
- Instructed an advanced undergraduate course named "New Media Narratives," encompassing various forms of new media, including podcasts, newsletters, blogs, and more. Assisted in grading assignments for the "Film Theory" course, ensuring accurate evaluation.
- As an MFA student, I specialized in emerging immersive technologies and wrote a thesis on "Immersive Journalism," complemented by a self-produced a 5-minute long 360-video. My coursework covered interactive media, film production, art history, 3D production, and other subjects of multimedia production.

St. Andrews Country Club, Delray Beach, FL

Sept. 2022 – May 2023

Communications Coordinator (P/T)

- Designed and edited three editions of a digital magazine for the Club. Curated content from department heads and crafted articles.
- Proofread communication emails, created promotional content, and managed the Club website and app.

GRUBBRR, Boca Raton, FL

April 2022 – Aug. 2022

Content Intern

- Wrote, edited, and managed publication of SEO-driven blog posts coordinating with the company's SEO team at Neil Patel Digital. Cleared blog posts backlog of three months, publishing 16-18 blogs per month.
- Proofread and edited sales and marketing email communication, ensuring consistent brand messaging across platforms. Additionally, I collaborated with the PR team to promote company news on various communication channels. Led and developed the content strategy for the company's LinkedIn platform, resulting in a 10 percent organic increase in average monthly follower gain.

Local 4 News WHBF TV | CBS Affiliate, Rock Island, IL

Oct. 2019 – June 2020

Digital Content Producer

- Wrote and edited engaging news stories for digital platforms. Produced and edited videos to enhance multimedia storytelling and attract a wider audience. Digitally reported on a range of events, including press briefings, elections, breaking news, protests, and local events. Collaborated closely with reporters and newsroom producers to coordinate coverage on digital and social platforms.
- Assisted in website design and development, contributing to an enhanced user experience and improved website functionality.
- Managed social media platforms, developing content strategies, and enhancing the brand's online presence, while promptly responding to queries and news tips. Tracked and improved audience development of online platforms through data analysis and audience engagement initiatives. Recognized as "Employee of the Month" for significantly improving website traffic and content quality.

The Desert Sun | Gannett Co, Palm Springs, CA

July 2018 – Aug. 2018

News Intern

- Authored local news stories with a focus on business and environmental topics. Produced videos on trending news.

South Dakota State University, Brookings, SD

Feb. 2015 - Dec. 2018

Student Web Support, Reporter

- Played a key role in content creation and website redesign for the Ness School of Management at SDSU.
- Wrote university and local news stories, and opinion pieces for the university newspaper.

Professional Engagement and Accomplishments

- **Volunteer:** Marketing Coordinator | GiGi's Playhouse Miami | June 2023 - Present
- **Fellow:** Crisis Reporting Student Fellow | Pulitzer Center on Crisis Reporting, Washington, D.C | 2017
- **Certifications:** Digital Marketing (HubSpot); Social Media Marketing (HubSpot); Google Analytics; SEO Certification (HubSpot).
- **Extracurriculars:** Model UN (SDSU); Vice President, International Relations Council (SDSU); Orientation Leader (SDSU)