

# Viha Umashankar

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## EDUCATION

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### University of California, Berkeley

August 2021 - May 2025 (Anticipated)

- B.S. Major: Environmental Economics & Policy, Minor: Sustainability

## SKILLS

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**Design Tools:** Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma, Canva, Procreate, Premiere Pro, Final Cut

**Programming Languages:** Python, JavaScript/Typescript, HTML/CSS, SASS/SCSS, L<sup>A</sup>T<sub>E</sub>X

**Programming Technologies:** Git, ReactJS, Bootstrap, Redux UI, Chakra UI, Webpack

**Misc. Tools:** Hubspot, Eventbrite, Tessitura

## ORGANIZATIONS

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

## EXPERIENCE

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### Indian Students Association

Berkeley, CA

President

October 2021 - Present

- Previously: Marketing Director, Marketing Coordinator
- Managed and budget an annual cash flow of \$100,000+ received through grants, ticket sales, and sponsorships.
- Managed a team of 30+ to plan and host large-scale cultural events for upwards of 3,000 attendees.
- Created 1000+ graphics and built an active social media presence of 2,500+ followers, averaging over 10,000 impressions per month.
- Initiated social media collaborations receiving 7,000+ likes, 100,000+ views, and 500,000+ impressions.

### Curry Cravings

Atlanta, GA

Sustainability Intern

May 2023 - August 2023

- Conducted research on sustainability practices related to environmental impact, and resource usage.
- Measured sustainability metrics such as energy consumption, carbon emissions, water usage, and waste generation.
- Supported sustainability communication efforts by drafting content for social media posts and website updates.
- Organized events to promote sustainability awareness.

### Change Healthcare

Remote

Creative Services Design & Media Intern

August 2022 - December 2022

- Drove business objectives by designing 100+ campaign assets (brochures, infographics, webinars, videos, etc.) 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, etc.

### Vicarious PR

Remote

Marketing Intern

May 2021 - August 2021

- Collaborated with the web team to rebrand the company website.
- Conceived, executed, and managed successful advertising campaigns through influencer outreach.
- Contributed to the creation of targeted outreach lists through effective contact mining.

## PROJECTS AND MEDIA

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### NBC Universal's "Changing the Narrative" | Season 2, Episode 1

October 2023

- Interviewed for a television program delving into collaborative endeavors to address historical racial trauma and advance equity through personal experiences and perspectives.
- Sponsored by the W.K. Kellogg Foundation, this discourse followed community healing and fostering unity.

### Food Network's "Diwali Menu" | Season 1, Episode 3

October 2022

- Craft dishes alongside Chef Palak Patel of Food Network that honor Indian heritage and vibrant cultural traditions.
- Showcased the celebration of Diwali through a culinary lens, honoring Indian and American heritages.