



MAHIMA DUTT



LOS ANGELES, CALIFORNIA



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MAHIMADUTT.COM

SKILLS

ADOBE

PROGRAMS
PREMIERE,
PHOTOSHOP,
ILLUSTRATOR



WEB DESIGN

WIX, SQUARESPACE,
HTML/CSS



SOCIAL MEDIA MANAGEMENT

HOOTSUITE,
KEYHOLE, FACEBOOK
BUSINESS PAGE



MICROSOFT OFFICE

POWERPOINT, EXCEL,
OUTLOOK



INTERESTS

POLITICAL CAMPAIGNS, TRAVEL,
PHOTOGRAPHY, POP PILATES, AND ALL
THINGS FOOD

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA, ANNENBERG
SCHOOL FOR COMMUNICATION AND JOURNALISM

B.A COMMUNICATION

Expected Graduation: December 2018 | GPA: 3.89

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA & CONTENT CURATION INTERN

SOULPANCAKE

OCTOBER 2018-CURRENT

- Supports the Social Media Manager on marketing and media goals
- Assists in brainstorming, pitching, and production of original content across Youtube (2.8M subscribers), Facebook (1.1M likes), and Instagram (96.8K followers)

COMMUNICATIONS INTERN

BOLD COMMUNICATION & MARKETING

MAY 2018-AUGUST 2018

- Identified 100+ influencers in fashion, travel and lifestyle industries
- Compiled media clippings and data for monthly client reports
- Served clients— River Island, Marshall Headphones, Ricoh Theta

SOCIAL MEDIA EDITOR

USC ANNENBERG MEDIA

AUGUST 2017-DECEMBER 2017

- Responsible for proofreading and distributing content across mobile and emerging platforms
- Contributed to production of viral videos with maximum reach of 375k

MARKETING INTERN

BOYS & GIRLS CLUBS OF THE PENINSULA

JUNE 2016-AUGUST 2016

- Pitched new product idea for classrooms through Microsoft 'Hack for Good' initiative and received prize money for Best Presentation
- Collaborated with students to create personalized stewardship videos for donors

LEADERSHIP

DIRECTOR OF SOCIAL MEDIA

USC ANNENBERG AMBASSADORS

AUGUST 2018-CURRENT

- Spearheaded new content and branding initiatives including Instagram story takeovers and events of the week story highlights
- Serves as an ambassador and resource to prospective students

DIRECTOR OF PUBLIC RELATIONS

USC HELENES

JANUARY 2017-DECEMBER 2017

- Filmed and edited new recruitment video
- Designed official organization apparel and promotional material
- Managed social media platforms - Increased Facebook page likes by 10% and Instagram followers by 48%

COMMUNICATIONS DIRECTOR

USC COLLEGE DEMOCRATS

MAY 2016-MAY 2017

- Informed members about events in weekly emails using MailChimp
- Expanded audience on social media platforms - Increased Facebook page likes by 20% and Instagram followers by 35%