

ADITI PAI

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Education	Boston University, Boston, MA Bachelor of Science in Journalism, Minor in History Related Coursework: Advanced Online Journalism, Research Journalism	Dec 2012
	Study Abroad, Syracuse University, Madrid, Spain	Spring 2012
Summary of Qualifications	<ul style="list-style-type: none">• Experience working as a content writer, social media marketer, copy editor, and operations coordinator.• Digital Skills: Microsoft Suite, Final Cut Pro, Adobe Photoshop, Audacity, Constant Contact, Hootsuite, WordPress, Drupal.• Hubspot Inbound Certification	
Related Experience	Artemis Capital Management, Austin, TX <i>Operations Coordinator</i> <ul style="list-style-type: none">• Multi-functional role in a private fund responsible for marketing, client relations, and operations.• Built out Salesforce database to effectively track and analyze prospective and existing client communications.• Created press management system that includes writing short dossiers on relevant journalists and publications, conducting pre-screenings, and monitoring coverage.• Update marketing materials as well as performance reports to distribute each month.• Planned and executed 2017 Finance Happy Hour (timed around popular conference) to foster more local connections, build network, and grow brand awareness.• Negotiate third party contracts with IT consultants, recruiters, and data providers.• Manage recruiting process: Create job postings, conduct interviews, on-board new employees.	Sept 2016 – Present
	MobiHealthNews, Cambridge, MA <i>Associate Editor (Sept 2015 – May 2016)</i> <i>Writer (March 2014 – Sept 2015)</i> <i>Editorial Assistant</i> <ul style="list-style-type: none">• Covered the health tech industry including news about product launches, VC funding, trends in the space, and mergers and acquisitions.• Edited writing for coworkers and contributed to in-depth writing projects.• Tracked growth of email subscribers via growth, open rate, click-through rate, and bounces.• Grew audience Facebook, Twitter, and LinkedIn accounts by scheduling posts appropriately and aligning posts with trending topics when necessary.• Improved performance of articles over time by analyzing page views and story trends in Google Analytics to understand which posts did well and why.	March 2013 – May 2016
	America's Test Kitchen, Boston, MA <i>Intern, Social Media</i> <ul style="list-style-type: none">• Engaged online communities on Facebook, Google+, and Twitter.• Planned and executed a campaign promoting America's Test Kitchen's new book The Science of Good Cooking, which reached #2 on NYT Bestseller list, Advice and Misc.• Collaborated with several departments to maintain brand message on marketing materials.• Aggregated content for The Daily Sifter, a blog on America's Test Kitchen's community site.	Sept 2012 – Dec 2012
	Bostinno.com, Boston, MA <i>Intern, Editorial</i> <ul style="list-style-type: none">• Researched and compiled data for the education editor's articles and slideshows.• Curated media from local websites, trending topics and special events for Bostinno's databases.• Pitched and wrote articles relating to higher education, technology and startup news.	June 2012 – Aug 2012