


M/D

MITALI DAS

CONTACT

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EDUCATION

S.I. Newhouse
School of Public Communications
Syracuse University • 2013-2017

Bachelor of Science: Public Relations
Minor: Finance, Spanish

Dean's List (All Semesters)

GPA: 3.96/4.0

SKILLS

- Cision Point
- Gorkana
- Radian 6
- Hoot Suite
- YouTube Creator Academy
- Final Cut Pro
- Adobe InDesign
- Adobe Illustrator
- Microsoft Office
- Wordpress
- AP Writing Style
- Spanish Fluency

ACTIVITIES

William P. Ehling Chapter of PRSSA
Kappa Tau Alpha National Honor
Society
Syracuse University Hill
Communications
Alpha Chapter of Alpha Phi Sorority

EXPERIENCE

CORPORATE AND FINANCIAL COMMUNICATIONS INTERN

Burson-Marsteller • New York, New York • Summer 2016

- Developed comprehensive media lists on behalf of clients such Bank of America Merrill Lynch, AOL, Pitney Bowes, and Mass Mutual, among others
- Monitored client news coverage and delivered weekly synopses
- Produced media briefing documents for clients
- Conducted client competitor research and prepared findings reports
- Collaborated with a team to build out a new agency initiative using Microsoft Dynamics software
- Gained proficiency in Cision Point, Gorkana, and Radian 6
- Strategized and presented an integrated public relations campaign in response to an RFP from Chipotle (Summer Intern Project)

MEDIA RELATIONS INTERN

M Booth • New York, New York • Summer 2015

- Pitched print and online media outlets to gain coverage for clients including GE, Twitter, Vaseline, Dyson and Godiva, among others
- Secured coverage for client in two New Jersey based publications in print and online
- Conducted client competitor research and implemented weekly industry trend reports
- Built comprehensive media lists to reach editors in food, travel, technology and health
- Generated daily media news synopses and published summaries to the greater agency
- Developed media grid to track client coverage from May 2015 to August 2015
- Led strategy for St. Ives brand building campaign (Summer Intern Project)

ACCOUNT ASSOCIATE

Hill Communications • Syracuse University • 2013-2016

- Collaborated on team of 4 to create funding pitch for community center in Scotland
- Led research on current social and economic needs of Lockerbie, Scotland
- Assisted in the production of a Donor Kit presented to the fundraising audience

MARKETING AND PUBLIC RELATIONS INTERN

Satya Jewelry • New York, New York • Summer 2014

- Collaborated with PR agency to connect with major publications to feature jewelry
- Researched social media analytics and directed outreach on Instagram and Twitter
- Wrote 6 articles for blog on zodiac science and non-profit collaboration
- Created the company's Pinterest page and gained 468 new followers of 12 boards

PUBLIC RELATIONS TEAM MEMBER / WRITER

What the Health Magazine • Syracuse University • 2014-2016

- Organized campus-wide campaign for "National Eating Disorder Awareness Week"
- Drafted press releases and communicated with SU News to raise awareness
- Directed social media campaign for gene drive using Twitter and Facebook
- Article on "Water Alternatives" published in April 2014 issue