



# RITIKA AGRAWAL

## CONTACT

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## EDUCATION

### IOWA STATE UNIVERSITY

B.A. ADVERTISING, MAY 21

MINOR IN DATA SCIENCE &  
DESIGN STUDIES

4.0 CORE GPA

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## EXPERIENCE

### NBCUNIVERSAL

INSIGHTS & MEASUREMENT AD SALES INTERN |  
JUNE 20 - AUG 20 | REMOTE

- Deliver insight-driven analysis of NBC Primetime and Late Night programs to guide sales and creative partnerships during **Upfront** decision making to drive revenue.
- Analyze cross-platform viewership and compile program snapshots for 30+ NBC programs using a **variety of syndicated tools**.
- Develop Ad Sales Intern project on "How can **NBCU** position itself in the **Direct to Scale** ad space?"
- Build interpersonal skills through **remote networking** across NYC, LA and other regional NBCU offices using **Microsoft Teams**.

### IOWA STATE DAILY

ACCOUNT EXECUTIVE & AUDIENCE SPECIALIST |  
JUNE 18 - CURRENT | AMES, IOWA

- Plan and execute content marketing strategies to **increase ROI** for our clients in health, real estate, hospitality and retail categories.
- **Acquired 3 new businesses** for advertising opportunities with the Daily **within one month** of joining.
- Promoted as **Student Manager** to lead a team for multiple client engagements.

### ARENA PARTNERS

EVENT PRODUCTION & MARKETING INTERN |  
MAY 19 - AUG 19 | CHICAGO

- Developed a marketing plan for The Basketball Tournament's Championship Week, broadcast by ESPN.
- Achieved record-breaking attendance in 2019 with a **75% growth** through radio, print and digital promotional opportunities.
- Built value proposition opportunities through events with **Puma** to increase awareness in Chicago.

## LEADERSHIP

### EDITOR-IN-CHIEF

CARDINAL EATS | JAN 20 - CURRENT

- Lead a team of 25 students to develop a food publication and increased digital viewership by **90%** since January 2020.

### ADVERTISING DIRECTOR

TREND | AUG 19 - DEC 19

- Led a team of 5 and amplified semester ad revenue by **40%**.

## ACHIEVEMENTS

### ANA EDUCATIONAL FOUNDATION

MADE 2020 COHORT

### WASHINGTON MEDIA SCHOLARS

MEDIA SCHOLAR FINALIST 19

## SKILLS

- Adobe Premiere Rush
- Nielsen N Power
- GfK MRI
- comScore
- MS Office
- Digital media