



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

DEAN'S LIST HONORS

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