

ANUSHA BATRA

781-520-5629 | anusha.batra2009@gmail.com [LinkedIn](#)

EDUCATION

NORTHEASTERN UNIVERSITY

Boston, MA

Candidate for Master of Arts in English

May 2024

- Recipient of Dean's Scholarship

JESUS AND MARY COLLEGE, UNIVERSITY OF DELHI

New Delhi, India

Bachelor of Arts in English with Honors; Minor in Psychology

May 2021

- Anupama Nair Memorial Award, 2020-21: Academic excellence and creative writing
- Academic Excellence Scholarship, 2018-19 (Valedictorian)

EXPERIENCE

MIT Solve

Cambridge, MA

Marketing and Communications Co-op

July 2023- Dec 2023

- Authored [social impact articles](#) using SEO strategies to promote brand values
- Managed and curated content for Instagram, Facebook, LinkedIn and Twitter pages based on current KPIs
- Developed and executed email marketing campaigns, including segmentation, and A/B testing
- Utilized data-driven insights to refine content strategies, resulting in over 1,400+ post clicks, 600+ shares, 168,000+ interactions

Northeastern University

Boston, MA

Graduate Teaching Assistant- Global Literatures

Jan-Apr '23, '24-Present

- Grading and reviewing drafts, proposals, and papers of 15+ students
- Liaison for curriculum development between 30+ students and professor

Writing Centre Consultant

Jan-Apr '23, '24-Present

- Supported 50+ students across the university in all stages of the writing process
- Evaluated writing for clarity, organization, structure, grammar, and mechanics, while promoting self-discovery and independent learning.

Srishti Publishers and Distributors

New Delhi, India

Editorial Intern

Jan - March 2022

- Analyzed words, sentences, & phrases to improve readability and fact checked statistics to ensure accuracy in texts
- Edited and prepared 50+ catalogues to ensure they met standard proofreading marks

Humans of Safe Places (Incubated under UNDP)

New Delhi, India

Empath/Content Writer

Mar - Aug 2021

- Developed and copy-edited stories for Instagram, Twitter, LinkedIn, and Facebook
- Improved readability for greater digital footprint resulting in 20 Tweets and 2 short videos per week
- Coordinated with 40 contributors to research blog posts on issues like mental health, abuse, discrimination

HCL Technologies PVT LTD

New Delhi, India

Media Relations Intern

Dec 2019 - Jan 2020

- Edited and proofread content for enhanced employee communications for 200+ community members
- Organized and advertised quarterly networking events with 100+ participants
- Corresponded website blogs for broader connect, increasing average engagement rate by 7%

SKILLS, PUBLICATIONS, RESEARCH WORK

Technical Skills: Salesforce, HubSpot, Canva, Adobe Photoshop, WordPress, MLA, APA, AP style guide, XML, CSS

Languages: Fluent in English, Hindi; Conversational Proficiency in German, Sindhi