

# Neha Desaraju

Writer, creative, & innovator

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nehadesaraju.github.io

## RELEVANT EXPERIENCE

### Entertainment Editor, Student Life Editor, Staff Writer @ The Sidekick

May 2018 - Present

- > Created and led content for student-run online publication and six print issues per year, wrote 60+ stories over two years
- > Implemented various series and directed video content for student life section focused around school campus and hometown
- > Designed multiple pages for print using InDesign
- > Adapted student life feature coverage and content for virtual newsroom during COVID-19 pandemic
- > Invited to Dallas Morning News high school journalism conference

### Founder, Editor-in-chief @ Jacquerie Magazine

June 2020 - Present

- > Created youth publication exploring intersection between people and power
- > Recruited 15+ young people as content contributors
- > Partnered with major youth accelerator to expand operations
- > Designed advanced website using WordPress

### National Communications Director @ U.S. Youth Climate Strike

Nov 2019 - June 2020

- > Chaired executive board of a 501(c)4 youth climate organization fighting for radical system change in the U.S. (800+ organizers nationally)
- > Grew Twitter from 22k to 35k followers
- > Led team of 12 to manage social media, email list, Medium blog, and press relations
- > Co-developed full phonebanking and textbanking platform from scratch
- > Managed and improved WordPress-based website
- > Invited to speak at youth activist panel at Princeton University

### Fellow, Social Media Team @ Solomon Rajput for U.S. Congress

Apr 2020 - Present

- > Phone and text banked for 12+ hours per week
- > Reached out to more than 80 local and national influencers
- > Scheduled podcast interviews and social media collabs

### Intern @ Jan McDowell for U.S. Congress

Feb 2020 - Mar 2020

### Social Media Manager @ The Cramm

Sep 2019 - Jan 2020

- > Established and controlled full social media team for daily newsletter
- > Implemented social media version of weekly newsletter
- > Pioneered high-quality Instagram posts explaining news topics in depth
- > Refined lacking social media presence to maximize audience exposure

## EDUCATION

### Coppell High School

Coppell, TX

May 2021

## SKILLS

### Writing

Copywriting, AP Stylebook, Editing, Reporting

### Creative

Graphic design, Newspaper and magazine design, Social media, Social video production, WordPress, Reporting & creative photography

### Tools

Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe PremierePro

### Learning

Adobe AfterEffects, Python, R, Git & Github, Data visualization, Google Earth Studios

## AWARDS

**Finalist** // Dallas Morning News HS Journalism Conference

**3rd Place** // Texas ILPC Sports Writing

**4x Winner** // Best of SNO

## INTERESTS

Singing, piano, data visualization, skiing, public policy, investigative reporting, fiction + theory reading