

RITIKA BALI

MFA IN CREATIVE WRITING
MIAMI UNIVERSITY

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Oxford, Ohio

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ABOUT ME

I am currently pursuing an MFA in Creative Writing at Miami University, with a background in communications, marketing, and strategy. My commitment to collaborative work and community building drives my professional aspirations. I am passionate about leveraging my diverse expertise to contribute meaningfully to creative projects and initiatives.

EDUCATION

MIAMI UNIVERSITY

Master of Fine Arts, Creative Writing
Oxford, Ohio
August 2022 - June 2024 (GPA: 4.0)

INSTITUTE OF MANAGEMENT TECHNOLOGY (IMT)

MBA, Marketing
Hyderabad, Telangana
June 2016 - March 2018 (CGPA: 8.4)

LADY SHRI RAM COLLEGE

Bachelor of Arts, English Literature Honors
New Delhi
July 2012 - April 2015 (Class rank: 9/82)

SKILLS

- Content Strategy
- Editing
- Creative Writing
- Research
- Web Analytics
- UX Writing
- Project Management
- Digital Marketing
- Brand Communication
- SEO; HTML

ASSOCIATIONS

- Ox Magazine, Editor, Miami University
- TEDx License Holder (Organizer), IMT
- Media Relations Committee, IMT
- Blog writer, AMP Digital Solutions
- Editor, English Department, LSR
- Food Blogger, Delhi Food Walks

EXPERIENCE

HOWE CENTER FOR WRITING EXCELLENCE, MIAMI UNIVERSITY

Writing Consultant
September 2023 - Present

- Collaboratively engage with Miami University students to offer expert guidance and constructive feedback on their writing projects, fostering their academic growth and communication skills.
- Keep up-to-date with current writing pedagogies, best practices, and resources to enhance expertise continuously.

THE INCUBATOR LLC

Content Operations Specialist Intern
May 2023 - June 2023

- Created and managed content across various digital platforms, including websites and social media, enhancing the online presence and engagement of small businesses.
- Effectively onboarded, supervised, and collaborated with a team of four interns to enhance production efficiency.
- Demonstrated expertise in reviewing analytics and reporting to the CEO for informed decision-making and strategic content planning.

MIAMI UNIVERSITY

Graduate Teaching Assistant (Composition and Rhetoric)
August 2022 - Present

- Teaching instructor for 46 undergraduates from diverse academic backgrounds.
- Help students develop analytical and research skills; designed a curriculum aligned with learning objectives to optimize content delivery and methods.
- Facilitate engaging classroom discussions; offer prompt, effective and timely feedback.

CERTIFICATIONS

DIGITAL MARKETING MASTER CERTIFICATION

Digital Vidya
July 2023 to Present

FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN BY GOOGLE

October 2022

AN INTRODUCTION TO CONSUMER NEUROSCIENCE & NEUROMARKETING

Copenhagen Business School
November 2019

AWARDS & RECOGNITION

- Interview published in Dayton.com, 20 Nov 2022
- Reader for Writer's Harvest, MU
- Best microfiction contest winner, Bound
- Deloitte Applause Award, June 2020
- Deloitte Spot Award, March 2019
- 2017 Marketing Best Internship Award, Benjamin West, IMT
- First-year topper in Marketing, IMT, 2017
- All India Rank 32 in CATE (Common Aptitude for English), 2012

VOLUNTEER EXPERIENCE

- Impact Day, Deloitte, 2019
- Kutumb Foundation, 2014
- Make a Difference (MAD initiative), 2013

EXPERIENCE

DELOITTE DTTL

Content Strategy Analyst

June 2018 - September 2020

- Built content management strategies and collaborated with US Senior Solution Strategists and Subject Matter Experts in project planning.
- Crafted content architecture for 50+ websites within the Technology, Media and Telecom sector, including priority domains like AI, IoT, Future of Technology, Digital Transformation, and other communities of practice
- Conducted in-depth market research, qualitative and quantitative analysis to build various strategic models and frameworks.

ZERO ONE CREATIVES PVT LTD

Website Content Creator

April 2018 - Sept 2018

- Developed new plans and strategies for delivering digital content on the website and social media; managed and maintained the blog section.
- Evaluated existing metrics and identified areas of improvement using Google Analytics.
- Implemented SEO strategies, web page views increased by 200%, bounce rate decreased from 67% to 35% over two months.

BENJAMIN WEST

Marketing Intern

March 2017 - June 2017

- Wrote 10+ cross-channel copies for web content, advertisements and press releases.
- Curated newsletters showcasing top hospitality projects among the hospitality industry groups as part of online branding and expanding international reach through email marketing.
- Won the 'Outstanding Performance' internship award.

AMP DIGITAL

Freelance Content Writer

May 2017 - June 2017

- Collaborated with cross-functional teams to develop engaging and informative content that resonated with target audiences, driving brand awareness and engagement.
- Composed and edited marketing materials, proposals, and white papers to support business objectives.