

RITIKA BALI

MFA IN CREATIVE WRITING
MIAMI UNIVERSITY

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Oxford, Ohio

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SKILLS/ TOOLS

- Content Strategy
- Digital Communication
- Business/UX Writing
- Project Management
- Google Analytics
- SocialPilot
- Canva
- SEO
- Mailchimp
- HTML

- Currently pursuing MFA in Creative Writing at Miami University
- 5+ years of experience in communications, research and marketing
- Exceptional leadership and community engagement capabilities
- Proven track record of enhancing team performance
- Cultivating collaborative alliances with internal and external stakeholders

EDUCATION

MIAMI UNIVERSITY

Master of Fine Arts, Creative Writing

Oxford, Ohio

August 2022 - August 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)

AWARDS & RECOGNITION

- Interview published in Dayton.com, 20 Nov 2022
- Panelist for Writer's Harvest, Miami U
- 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)

PROFESSIONAL EXPERIENCE

HOWE WRITING CENTRE, MIAMI UNIVERSITY

Writing Consultant

September 2023 - Present

- Skilled in offering high-quality consultations and expert guidance to Miami University students of diverse backgrounds and proficiency levels in writing on research papers, articles, proposals, reports and academic/job applications.
- Proficient in utilizing various communication channels like LinkedIn, Instagram, X, and email newsletters to effectively promote writing centre services.

THE INCUBATOR LLC | CLEVELAND, OHIO

Content Operations Specialist Intern

May 2023 - July 2023

- Boosted small businesses' online presence by 30% through strategic content management on digital platforms, including websites and social media.
- Led a team of 4 interns; provided the CEO with analytics-driven insights for the weekly strategic content planning.
- Conducted primary and secondary research, surveys and interviews, leading to actionable insights into user behaviours and preferences, contributing to a 36% increase in The Incubator product sales within two months.

DELOITTE D TTL | HYDERABAD, TELANGANA

Knowledge 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 & Telecom industry, 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.

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

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

VOLUNTEER EXPERIENCE

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

WORK EXPERIENCE

MIAMI UNIVERSITY | OXFORD, OHIO

Graduate Teaching Assistant

August 2022 - Present

- Design Rhetoric & Composition and Creative Writing curriculums aligned with learning objectives to optimize content delivery for undergraduates.
- Facilitate engaging classroom discussions; offer prompt, effective and timely feedback to help develop analytical, research, and problem-solving skills.

ZERO ONE CREATIVES PVT LTD | NEW DELHI

Website Content Creator

April 2017 - May 2018

- Developed new plans and strategies for delivering digital content on the website and social media; daily blog updates to boost SEO ranking.
- 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 | GURGAON, HARYANA

Marketing Intern

March 2017 - June 2017

- Wrote 10+ cross-channel copies for web content, advertisements and press releases.
- Curated bi-weekly 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.