Arsheeya Garg

Journalist/Media Specialist

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Skills

Digital Marketing, Social Media Strategy, Content Management, SEO Optimization, Research Analysis, Public Relations, Data Visualization, News Reporting, Magazine Writing, Headline Writing, Community Engagement, Copy Writing, Editing, Organization, Leadership, Event Planning, Customer Service, AP Style, Editorial Calendars, Critical Thinking

Links

Arsheeya Garg's Portfolio: arsheeyagarg.com

Journalist/Media Specialist with 4+ years producing campus news and magazine features that boosted readership and online engagement. Crafts concise, SEO-aware articles and data-informed story pitches, and conducts interviews to capture clear voices for publication. Aims to expand audience reach through targeted content and thoughtful community reporting.

Employment history

Aug 2026 – Jan 2027

Editorial Intern

Launch That, Orlando

- Edited and copyedited 20+ feature drafts using AP style, reducing publication errors before print.
- Researched and verified statistics for features, correcting inaccuracies before final layout approval.
- Prepared clear fact-check summaries for senior editors, reducing revision rounds during final review.

Jul 2026 – Present

Editorial Director

Strike Magazine, Orlando

- Crafted engaging articles on diverse topics, which helped increase readership by 30% over six months, boosting the magazine's visibility in a competitive market.
- Edited and polished submissions from fellow writers, while studying fashion and design while directing my own photoshoots to go along with the articles.
- Edited copy for grammar and style across multiple pieces, meeting magazine house standards while directing editorial calendar across print and web, assigning stories to meet monthly publication deadlines.

Jan 2026 – May 2026

Editorial Intern

Sanford Herald, Orlando

- Fact-checked interviews using public records and source emails to eliminate inaccuracies before publication.
- Covered local government, city commissions, and events for the Herald across Oviedo and Winter Springs.
- Prepared concise reporter briefs from public records requests, speeding fact-checking and attribution sourcing.

Jan 2026 – Present

Marketing Intern

HABITS 365 Greek, Orlando

- Designed custom apparel for Greek communities across campus, small businesses, and student organizations on a timely schedule.
- Built a partner outreach list and emailed 40 campus groups to recruit co-hosts for promotions.
- Coordinated pop-up merch events across campus, securing vendor permits and increasing on-site sales.

Oct 2025 – Present

Social Media Specialist

UCF Graduate Admissions Office , Orlando

- Develops engaging content strategies, boosting follower engagement and brand visibility.
- Analyzes social media trends, optimizing campaigns for increased audience interaction.
- Monitors and reports on social media metrics, ensuring alignment with organizational objectives.

Aug 2025 – Present

Beat Reporter/Staff Writer

UCF NEWS: The Charge and Centric Magazine, Orlando

- Developed engaging news articles and feature stories that highlighted campus events, which helped increase readership by 25% over the academic year.
- Conducted in-depth interviews with students and faculty, providing unique insights that enriched our coverage and fostered a stronger connection between the university community and our reporting.
- Collaborated with the editorial team to launch article expose series, which expanded our audience reach and provided a new platform for storytelling about relevant issues on campus.

Apr 2025 – Present

Freelance Writer

Orlando Weekly, Orlando

- Wrote researched long-form features for niche publications, delivering clear sources and interview quotes.
- Conducted primary interviews and synthesized findings into concise profiles used in print editions.
- Covered arts and culture and wrote theatrical reviews on strict timelines, covering the Orlando Fringe Theatre Festival and more.

Jan 2025 – Present

Historian and Vice President of Recruitment

Delta Phi Omega Sorority, Inc., Orlando

- Developed engaging promotional materials utilizing digital tools, effectively elevating brand awareness and attracting new members.
- Spearheaded event planning initiatives, achieving substantial increases in attendance and community participation through targeted outreach.
- Planned and decorated for multiple cultural events and festivities while working with different teams for event execution, while adhering to the financial guidelines.

Aug 2024 – Present

Staff Writer

Her Campus Magazine, Orlando

- Crafted engaging articles on various topics, which attracted an increase in reader engagement and helped boost our online presence.
- Researched trending topics and campus data to pitch timely story ideas to the editorial board.
- Interviewed campus students and administrators to produce concise quotes used in weekly feature stories.

Education

Aug 2023 – May 2027

Undergrad in Journalism and Theater Studies

University of Central Florida, Orlando

GPA 3.7