



Arsheeya Garg

Journalist/Media Specialist

3200 N Alafaya Trail, Orlando, US, 32826

Arsheeya.g@gmail.com

9046156336

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

Links

Arsheeya Garg's Portfolio: [arsheeyagarg.com](https://www.arsheeyagarg.com)

Journalist/Media Specialist with 2+ 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

Jul 2026 – Present

Editorial Director

Strike Magazine, Orlando

- Edited and polished submissions from fellow writers, while studying fashion and design while directing my own photoshoots to go along with the articles.
- Directed weekly editorial calendar in CMS to publish time-sensitive features on schedule across platforms.
- Directed monthly print-production schedule in the CMS, coordinating layout handoffs to design and printers.
- Edited long-form features for clarity and fact accuracy, reducing rewrite cycles for senior writers.
- Commissioned feature packages on emerging designers, contracting freelancers and defining story briefs.

Oct 2025 – Jul 2026

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.
- Planned and executed Instagram content calendar that increased weekly post cadence and audience reach.
- Wrote and edited copy for ads and posts, improving headline clarity and comment engagement from followers.

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.
- Compiled weekly source contact lists and press releases, accelerating reporter follow-up on developing stories.

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.

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.
- Prepared pitch decks and sample articles that secured recurring assignments from two magazines.

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.

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.
- Researched archival records and compiled monthly historical briefs for chapter meetings and archives.
- Coordinated with recruitment committee to craft candidate assessment rubrics and selection notes.

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.
- Fact-checked sources and verified dates for articles, eliminating publication errors before release.

Education

Aug 2023 – Present

Bachelors in Journalism and Theater Studies

University of Central Florida, Orlando