

Adwitiya Donna Sarkar

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EDUCATION

Marquette University - Bachelor of Arts in Communication

AUGUST 2016 - MAY 2020

Honors: Marquette University Honors Program, cum laude

Major: **Journalism**; Minor: **Psychology and Communication Studies**

EXPERIENCE

Static Media - Features Writer

NOVEMBER 2022 - PRESENT

- Researched and wrote comprehensive and detailed weekly feature stories for Health Digest, Glam, and Women.com.
- Utilized SEO links and best practices to create quality content that upheld the editorial strategy and publishing standards of Static Media.

Discover Magazine - Digital Content Coordinator

JANUARY 2021 - OCTOBER 2022

- Researched and wrote weekly science news and feature stories for Discover's web with a special focus on psychology articles.
- Interviewed subject matter experts for weekly articles and translated highly complex science language into layman's terms.
- Managed the social media presence of Discover Magazine which included effectively communicating and engaging Discover's audience in relevant day-to-day science news.

O'Brien Fellowship in Public Service Journalism - O'Brien Intern

SEPTEMBER 2019 - DECEMBER 2020

- Assisted O'Brien Fellow, James Causey, from the Milwaukee Journal Sentinel with an in-depth investigative reporting project exploring various issues impacting the Milwaukee community including housing/eviction, jobs, incarceration, mentorship, and racial inequity.
- Performed background research, gathered data, and interviewed subjects.
- Worked as a team to find ways to address high eviction rates and helped low-income residents find justice.

Dynamic Solutions Worldwide, LLC - Digital Marketing & Social Media Intern

JUNE 2019 - AUGUST 2019

- Developed content and scheduled social posts for all existing social media channels including Facebook, Twitter, Pinterest, and Instagram.
- Utilized SEO to improve the company website's search rankings and assisted in strategy and content development for digital advertising campaigns.
- Provided weekly and monthly analytic reports to Digital Marketing Manager on social media performance.

Marquette Wire - Assistant News Editor

JANUARY 2019 - MAY 2019

- Supervised and edited news assignments for the Marquette Wire and ensured news stories upheld proper journalistic ethics and standards by providing accurate and fair coverage.
- Wrote weekly stories with a special focus on minority issues occurring on campus.
- Helped host and coordinate a weekly mini-talk show segment known as Down to the Wire where different members of the staff were questioned about ongoing news stories.
- Worked as a news reporter for the Wire since August 2019, prior to starting my role as an Assistant Editor.