

ALLIRA BELLAWALA

Marketing/Copywriting

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Berkeley, CA

EDUCATION

B.A. Cognitive Science
B.A. Media Studies
Minor in Data Science

**University of California,
Berkeley**
Junior Standing

EXPERIENCE

Copywriter

Sept. 2020 - Ongoing

Innovative Designers of Tomorrow

- Wrote copy, alt-text, and image descriptions for all non text graphics on social media.
- Wrote weekly newsletters and monthly articles on Medium.
- Designed storyboards and script for video series.

Marketing Director

May 2020 - Ongoing

Cognitive Science Student Association

- Managed the internal and conference marketing committees.
- Created engaging graphics and copy for Instagram, Facebook, and Twitter.
- Organized all designs and budget procedures for merchandise.

Research Assistant

2019 - Ongoing

Nemea Center for Classical Archeology

- Analyzed artifact data and records sent in from Nemea, Greece on Excel, FileMaker, and Adobe.
- Created artifact prints using Adobe Illustrator and Adobe Photoshop.
- Worked closely with Dr. Kim Shelton of UC Berkeley.

Communications Intern

2018 - 2019

Campbell Union High School District

- Managed all district social media and reported on various school events.

TOOLS

- Photoshop
- Illustrator
- InDesign
- Figma
- Canva

COMMUNITY SERVICE

Delta Delta Delta

2020 - Ongoing

Berkeley, California

National Charity League

2013 - 2019

Saratoga, California

Global Glimpse

Summer 2018

Constanza, Dominican Republic

Pueblo Ingles

Summer 2015

La Alberca, Spain

SKILLS/AWARDS

- Harper Lee English Award 2019
- Inclusivity
- Microsoft Office
- Copywriting
- Data Analysis
- Storytelling
- Event Planning
- Storyboarding and sketching