

# ALLIRA BELLAWALA

Marketing Associate based in Santa Monica

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## EDUCATION

B.A. Cognitive Science, 3.94 GPA

B.A. Media Studies, 4.0 GPA

Minor in Data Science

**University of California,  
Berkeley**

Graduated Spring 2023

**Study Abroad in Spain at Carlos III Madrid University (2022)**

## EXPERIENCE

**Merchandising & Monetization Specialist, Roku Inc.**

2023 - Present

- Built cross-functional relationships to effectively collaborate with multiple teams.
- Worked on key projects including summer linear tentpoles, the Olympics experience, and a platform-wide partnership with HBO Max to promote their new series.
- Research machine learning implementations for The Roku Channel and the Roku platform.
- Formerly served as an Editorial Intern (2021) & Merchandising Intern (2022)

**Research Assistant & Editor, Greater Good Science Center**

August 2022 - Present

- Conducted content reviews and proposed article topics for the magazine division.
- Collaborated with the podcast team to synthesize articles and prepare interviews.

**President, Cognitive Science Student Association @ Berkeley**

August 2022- August 2023

- Previously served as External Vice President (2021-2022) & Marketing Director (2020-2021), member from Fall 2019 - Spring 2023
- Managed multiple club committees, coordinated the California Cognitive Science Conference with over 400 guests, and increased the scope of the club's events and connections.
- Led both marketing and conference operations divisions and spearheaded a new advertising team.

**Copywriter, Innovative Designers of Tomorrow**

2020 - 2021

- Wrote & edited all marketing copy for Instagram, Facebook, and Medium; published monthly articles.

**Lead Researcher, Supervised Research at U.C. Berkeley**

January 2021 - May 2021

- Collaborated with Dr. Dora Zhang, R.A. Wendy Bootes at U.C. Berkeley to propose and execute research about the impact of international media on political culture and audience behaviors.

**Nemea Center for Classical Archeology, Research Assistant**

August 2019 - Jan 2021

- Analyzed artifacts, data, and communications sent from Greece on Excel, FileMaker, and Adobe.

## RELEVANT COURSEWORK

- |                                   |  |
|-----------------------------------|--|
| • Cultural History of Advertising | • Social Psychology                    |
| • Media Landscapes                | • Human Emotion                        |
| • Media Psychology                | • Statistical Methods for Data Science |
| • Brain, Mind, & Behavior         | • Concepts in Computing with Data      |
| • Film Narratives                 |  |

## SKILLS/AWARDS

- Harper Lee Award for Excellence in English (2019)
- Dean's List & Distinction 2021-2023
- Adobe Creative Suite, Graphic Design
- Data Analysis in R, Excel, SQL
- Copywriting, storyboarding, design thinking

## COMMUNITY SERVICE

**Delta Delta Delta, partnered with St. Jude**

2020 - 2022

**National Charity League, as Events & Social Chairs**

2013 - 2019

**Global Glimpse, Spanish immersion in Constanza, Dominican Republic**

Summer 2018