

ALLIRA BELLAWALA

Marketing/Copywriting

allirabellawala@berkeley.edu

408.963.8226

www.bellawala.com/allira

Berkeley, CA

EDUCATION

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

**University of California,
Berkeley**
Senior Standing

EXPERIENCE

External Vice President, Former Marketing Director

May 2020 - Ongoing

Cognitive Science Student Association @ Berkeley

- Managed the External Affairs Committee and oversaw planning of all events.
- Led point on outreach, alumni, and university-wide communications.
- Worked closely with the President to oversee all association logistics.

Editorial Design Intern

May 2021 - August 2021

Roku Inc.

- Will be returning to this position in Summer 2022.
- Built out linear channels and platform-level user experiences using internal tooling.
- Provided support for key projects including stunts, promos, and the Olympics.
- Worked closely with DEI teams to emphasize platform-wide inclusive content.

Supervised Research

January 2021 - May 2021

Dr. Dora Zhang, R.A. Wendy Bootes

- Proposed and executed personal research about the impact of media on political culture.
- Presented my findings to a broad group.

Copywriter

Sept. 2020 - May 2021

Innovative Designers of Tomorrow Nonprofit

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

Research Assistant

August 2019 - Jan 2021

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.

COMMUNITY SERVICE

Delta Delta Delta

2020 - 2022

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
- Adobe Creative Suite
- Microsoft Office
- Copywriting
- Data Analysis
- Figma & Canva
- Storytelling
- Academic Research