

Vidisha Agarwalla

MARKETING + COMMUNICATIONS LEADER

Boston, MA
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Creative Portfolio

Tools & Platforms: Claude, ChatGPT, Wordpress, Raiser's Edge, Meta Ads Manager, Google Ads, Adobe Suite, Constant Contact, Mailchimp, SEO

Languages: Fluent in Hindi, Limited Working Proficiency in Chinese

WORK EXPERIENCE

FACT Software Group, Marketing Consultant
August '26 - Present
Singapore/Remote

- Lead a complete website redesign, collaborating with an external web team on client-focused B2B messaging, UX, SEO, and brand positioning for SMEs across global markets

Idle Hands Theater Collective, Associate Producer
March '26 - Present
Boston, MA and Providence, RI

- Lead influencer strategy on social, resulting in sold-out ticketed events
- Lead email strategy, working with internal and external partners, driving ticket sales

Associates of the Boston Public Library, Communications and PR Manager
Aug '23 - Sep '26
Boston, MA

- Drove paid social campaigns that increase followers by 123%, post reach by 2,600%, engagement by 3,400%, and impressions by 456,000% for a leading cultural institution
- Owned communications, including digital and social initiatives; social media copywriting, content development, social listening, and community management
- Owned press relationships, securing national coverage (*The Boston Globe*, *Publishers Weekly*)

Fresh Ink Theatre Company, Development Manager
May '23 - April '24
Boston, MA

- Raised ~$10,000 through live events, digital campaigns, and grant writing
- Secured $5,000 Mass Cultural Council's Creative Experiences grant for live events

Superpedestrian, Communications Co-op
Jan '22 - May '22 and May '21 - Sep '21
Boston, MA and Rome, Italy

- Created & maintained editorial calendar, production schedule, and media kit
- Created content and strategy for TikTok, leading to 230% increase in engagement

Culture Group Marketing Agency, Content Coordinator
Aug '20 - Apr '21
Singapore

- Created content for webinars; wrote weekly newsletter for 800 clients on cultural trends
- Worked with clients (Complex, Unilever, Wattpad) on marketing strategies for social

Wayfair, Remarketing Co-op
Jan '20 - March '20
Boston, MA

- Created and implemented a new digital strategy to re-engage past purchasers
- Edited, uploaded and monitored paid ads on multiple social and digital platforms

EDUCATION

NORTHEASTERN UNIVERSITY

MS in Creative Practice Leadership
Sep '21 - Dec '22

- **Achievements:** Graduate Student Scholarship

BA in Media and Communications
Sep '18 - May '22

- **Minor:** Argumentation & Law
- **Achievements:** Honors Program, Merit Scholarship, Presidential Global Scholarship, Jill Gabbe Creative Leader Fund, Alden Peabody Scholarship, Dean's List every semester
- **Leadership:** Communications Teaching Assistant, Peer Mentor, Honors Events Council