

Harini Rajagopalan

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Relevant Experience - - - - -

Social Media and Marketing Coordinator, Color Magazine *January 2020—present*

- Wrote, and scheduled social media posts for Facebook, Twitter, Instagram, and LinkedIn
- Analyzed social media and other marketing data to come up with more engaging campaigns.
- Devised and effected a social media marketing strategy to increase engagement.
- Interviewed and supervised interns.
- Created content for a bimonthly newsletter.

Freelance Book Designer, *May 2016—present*

- Designed print books and ebooks for self published authors and for independent presses. Clients include Hubbard Small Press, Grade Aye Publishing, and self published authors. Genres include romance, middle grade books, thriller, fiction, and nonfiction.

Affiliated Faculty, Emerson College, *September 2019—present*

- Teaching Application for Print Publishing to undergraduate students.

Graduate Intern, Emerson College - ITG, *January 2018—May 2019*

- Remediated PDFs so they were accessible on screen readers.
- Helped faculty set up their online courses on Canvas.

Design Intern, Barefoot Books, *September 2018—May 2019*

- Created social media posts.
- Designed a catalog spread.
- Created all the graphics needed for a winter sale campaign.
- Resized older books for reprints.
- Helped with creating an illustrator database.

Production Intern, Ploughshares Literary Journal, *January 2018—September 2018*

- Created marketing collateral for print and web.
- Helped ebook uploading, and ISBN updates.
- Formatted text files for production.

Education - - - - -

Master of Arts in Publishing and Writing, 2019

Emerson College

Runner up in the Writing and Publishing department Graduate Awards for the designing a book.

Professional Undergraduate Diploma in Visual Communication, 2015

Srishti School of Art, Design & Technology

Skills - - - - -

InDesign	●●●●●
Photoshop	●●●●●
Illustrator	●●●●●
Microsoft Suite	●●●●●
HTML/XML	●●●●●

Languages - - - - -

English	●●●●●
Kannada	●●●○○
Tamil	●●●○○
Hindi	●●○○○
German	●○○○○