

MALI DANDRIDGE

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EDUCATION

Brown University- Dec 2022
BA in International & Public
Affairs, Magna Cum Laude
GPA: 3.95

RELEVANT COURSEWORK

Market Research in Public and
Private Sectors; Introduction to
Economics; Math for Economics;
Micro-Economics, Macro
Economics; Visual Arts Studio
Foundation; Introductory Statistics
for Social Research

SKILLS

- Market research: PEST analysis, SWOT analysis, market segmentation using Simply Analytics (Claritas Prizm Premier)
- Creative Software (Design & Illustration): Canva, Procreate, InDesign, Illustrator
- Competent in Excel and Numbers
- Creative Software (Video & Audio): Adobe Premiere Pro, Pro Tools, and Adobe Audition
- Web design software: Wix and WordPress
- Copy Editing

LEADERSHIP

**Black Heritage Series Head
Coordinator**
**Brown Center for Students of
Color**

Sept 2021- June 2022

- Plans and hosts engaging culturally specific events for the black community
- Spearheads all marketing strategies and promotional efforts related to the series

Head Costume Designer

Rites and Reason Theater
"Small Planet" -- Spring 2022

- Conceptualized and executed afro-futuristic costume design for the entire cast

**Loewe Fashion
Intern**
LVMH
June 2022- Aug 2022

**Content Creator
Lead**
Black Star Journal
Dec 2021- June 2022

Digital Lab Intern
**Nike
Communications**
Jan 2022- May 2022

**Station Member &
Mktg Coordinator**
WBRU 360
April 2021- May 2022

**Integrated
Marketing Intern**
Carousel Team
Bloomingdales
June 2021- Aug
2021

**Social Media
Marketing Team
Member**
**The Unplug
Collective**
September 2020-
December 2021

**Multimedia
Specialist**
**Brown Center for
Students of Color.**
September 2019 -
May 2020

Media Specialist
**Brown Black
Student Union**
April 2019 - May
2020

INTERNSHIP & JOB EXPERIENCE

- Conceptualized ideas, created slide decks, and pitched concepts for the Retail Pop-Up Strategy to the Managing Director of the Americas
- Shadowed and worked cross-functionally with teams, including Marketing & Comms, Retail, Wholesale, Merchandising, and Special Projects.
- Managed art contributors and commissioned editorials on behalf of the journal
- Helped organize the layout of the paper
- Established a renewable BAI grant that enabled low-income black artists to request art supplies up to \$1,000/ semester.
- Spearheaded content tracking for major digital campaigns & helped compile official campaign re-cap decks
- Wrote and edited official drafts for social copy
- Scouted and selected appropriate influencers for digital campaigns
- Extracted campaign data & analyzes it with respect to KPIs
- Curated music to be aired on live radio
- Coordinated events and provided design input for promotional materials, such as merchandise and posters
- Compiled pitch decks for marketing campaigns, including "Stellabration" ft. Stella McCartney, "Happy Campers," and "Space Jam"
- Completed comprehensive competitive analysis and market research
- Handpicked products and vendors to be sold at pop-up shops
- Pitched Anniversary Celebration ideas to Company's Executive Committee
- Maintained a digital safe space that aims to de-center eurocentric standards of beauty and promotes anti-fatphobic ideals by curating social media content
- Helped manage an Instagram with over 50k followers and altered strategy to increase engagement when the algorithm decreased our reach
- Coordinated with brands, such as Nomads Swimwear, Parade, and prominent influencers to execute campaigns
- Revitalized all of BCSC's social media platforms by refining content and increasing engagement
- Curated the BCSC weekly newsletter using mail-chimp
- Produced uplifting, informative, and aesthetically pleasing social media content
- Designed webpages for www.brownbsu.com using Wix
- Launched an apparel campaign, which involved organizing a photoshoot, editing photos, and promoting the line through social media marketing
- Set up and managed media equipment for all BSU events