

# Avani Mitra

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## Education

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Boston University College of Arts and Sciences, Boston, MA  
*Bachelor of Arts in Psychology Major. Business Minor, English Minor*  
GPA: 3.54/4.00

May 2025

### *Relevant coursework:*

Cognitive Psychology, Physiology Psychology, Personality Psychology, Psychology of Learning, Social Psychology, AP Psychology  
GPA 3.825 / 4.00

Columbia High School, Maplewood, NJ  
GPA: 4.52/5.00

June 2021

## Work & Relevant Experience

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Vici Psychological Care, Allendale, NJ  
*Social Media and Marketing Intern*

May 2023 - Present

- Content creation via Canva that captured the clinic's expertise and commitment to mental health care, creating over 50+ social media posts
- Mental health advocacy by participating in developing campaigns that creates a supportive online community and destigmatizes mental health
- Resource and referral curation for a wide range of issues, including anxiety, depression, grief, life changes, and familial relationship difficulties

Office of Student Programs and Leadership, Boston University  
*Marketing and Communications Intern*

September—December 2023

- Post-event data analysis by compiling survey results and running analysis
- Tailored and created newsletters, Instagram stories, and informational flyers for different audiences; designed 45+ unique graphics via Canva and Adobe Illustrator
- Organized and facilitated event planning and decisions, such as Midnight Breakfast with over 1,100 attendees; email outreach to organizations to participate in events

Where to Buy, South Orange, NJ  
*Marketing Research Intern*

June-September 2020

- Researched over 3,000 contacts for 1,100+ companies
- Organized contacts into a shared database
- Collaborated with research for potential clients

## Other

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### *Climb for Cancer Campaign*

- Created a campaign to support cancer research by climbing Mount Kilimanjaro
- Collected over \$4,300 in donations, sent 100% of the money to the Cancer Research Institute
- Collaborated with a partner to design the campaign

## Skills

- Proficient in media production using Adobe Premier Pro, Illustrator, Photoshop, Procreate, Microsoft Powerpoint and Word, and iMovie
- Proficient in website platforms including Weebly, Wix, and Squarespace