



CONTACT



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EDUCATION

BOSTON UNIVERSITY

2010-2014 Boston, MA USA

Bachelor of Arts in International Relations

Concentration in Foreign Policy & Security Studies & Europe

Minor in Business Administration & Management

AWARDS

Scarlet Key Honor,
Boston University's most prestigious honor for student leaders

CERTIFICATIONS

IDEX Social Enterprise Certification
Bangalore, India

Lawlogix Certified, EDGE
Boston, Massachusetts, USA

SKILLS

Fluent Bengali & English
Marketing & Business Strategy (SWOT)
Communication & Social Media
Project Management
Content Creation
Research & Analysis
Relationship Building
Basic Graphic Design

Bithika Misha Schmidt

PROFESSIONAL EXPERIENCE

Marketing & Business Strategy Associate, *Shenomics*

Jan- June 2016, Bangalore, INDIA

- Created and managed growth strategies for social media marketing and outreach;
 - 57% organic growth in the Facebook community.
 - 37% organic growth in Twitter followers.
 - Improved direct engagement with MailChimp, i.e. increased 100+ subscribers, open rates, and website traffic.
- Crafted content: writing, video editing, graphic design, research and branding;
 - Wrote original articles on topics related to professional women and leadership in India including: 8 in depth interviews with famous women leaders and 13 subject based articles.
 - Several articles have been republished by Huffpost India, one of which went viral with over 5500 shares/46K likes.
- Coordinated and executed several successful events for community engagement, while forming strategic business partnerships;
 - Established working relationship with the press, my original events garnered press attention from local and national newspapers, as well as radio stations.
 - Formed partnerships with notable organizations, such as Ashoka India, Storywallahs, Women's Web, Yourstory, BeeHive etc.
 - Many events also raised funds for our charity partner: Educate Girls, resulting in a 50,000INR donation.
- Thrived on a small two-person team, managing many intangibles and ad hoc responsibilities.

Business Immigration Paralegal, *Iandoli, Desai, & Cronin PC*

2015, Boston, USA

- Collaborated with clients including foreign nationals, employers, and other petitioners on immigrant and non-immigrant petitions.
- Prepared government forms and support letters, assembled and organized all evidence for petitions.
- Liaised with government entities including United States Citizenship and Immigration Services (USCIS), the Department of Labor (DOL), and Customs and Border Protection (CBP).
- Provided administrative and support work to assist attorneys; EDGE database.

Summer Intern, *Community Action Program Legal Services Inc. (CAPLAW)*

Summer 2012, Boston, MA, USA

- Researched federal laws and policies pertinent to Community Action Agencies.
- Created and maintained Excel Database of CAAs nationwide.
- Wrote articles for CAPLAW community newsletter.

SELECTED ACTIVITIES & LEADERSHIP

Resident Assistant & Office Aid, *575 Commonwealth Avenue (HOJO)*

August 2012 – May 2014, Boston, MA, USA

- Directly supervised 50+ residents by enforcing BU Resident Life policies, developing a healthy community, planning events, providing emotional support, mediating conflict resolution, allocating resources, handling emergency situations, and assisting students in every possible way.
- Worked in Office of Residence Life – handled extensive administrative duties.
 - Awarded for "Outstanding Contributions to the Team."

Fraternity Member & Officer, *Delta Delta Delta, Alpha Chapter*

2011-2014, Boston, MA, USA

- New Member Educator 2013-2014, recruited with 100% retention, under budget
- Membership Development Chair 2012-2013, planned open chapters and retreats
- Philanthropy Team Member - Raised money for St. Jude Children's Research Hospital; Chapter's total for FY2011-13 = \$59,764.