

Mishal Charania

Ann Arbor, MI 48105
charaniamishal@gmail.com
<https://charaniamishal.wixsite.com/my-site-3>
References available upon request

EDUCATION

The University of Michigan, Ann Arbor — Class of 2025

Aug. 2021 - Present

- Majoring in Sport Management through the School of Kinesiology with a focus on Marketing and Management. Minor in Writing through Sweetland Writing Center and Social Media Analysis and Design through U-M School of Information
- GPA of 3.7

EXPERIENCE

University of Michigan Athletics — Communications Intern

August 2022- June 2023

- Designs social media and web content in coordination with Varsity Sports
- Writes content for mgoblue.com related to current athletic events
- Supports multiple sports, both men's and women's before, during, and after games

Development Summer Internship Program — Exec. Asst.

Jan. 2023 - Present

- Organizes hiring for the summer internship program (choosing ~20 students from ~100 applications)
- Consistently supports full-time staff with administrative and office-based duties
- Leads and supports weekly with intern assignments or classwork

The Michiganensian Yearbook — Editor-in-Chief

June. 2023 - Present

- Leads a staff of 40 student reporters to create a 400-page yearly publication serving the University of Michigan community
- Implements diverse reporting and hiring practices

Sleepopolis — Community Management Intern

June 2023 - August 2023

- Working to promote sleep and wellness-related content across Instagram, TikTok, and Twitter
- Cultivating and monitoring thousands of engagement metrics daily relating to promotion of Sleepopolis partnerships
- Developing and furthering the Sleepopolis brand identity
- Assisted in getting 1.5 million Twitter impressions over 61 days, reached 592,000 accounts in July 2023 on Instagram, accumulated 7,791 views on TikTok

HIGHLIGHTS

Alumni engagement intern

Coordinated with members of the Development and Alumni Relations team to create event opportunities and pathways for communication between Barbour Scholars.

DEI Co-Chair Plans 2-4

events/month for Phi Sigma Pi honors fraternity relating to DEI in collaboration with executive board

Student Marketer for Graham Sustainability Institute

Creates marketing and social media content around sustainability news or research.

Residential Advisor

Promotes and facilitates safe living in North Quadrangle Residential Complex by hosting events and connecting with members within the community.

Freelancer Writes 1-4 articles per month for Ann Arbor Family Magazine.

SKILLS

Experience with Adobe Indesign, Lightroom and Photoshop, Google and Microsoft Suite, and Canva

