

DEBANSHI N. CHOWDHURY

Germantown, MD

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EDUCATION

University of Maryland

Expected: May 2025

Robert H. Smith School of Business | Bachelor of Science, Marketing

College of Arts and Humanities | Bachelor of Arts, Dance

Honors College | Honors Humanities

GPA: 3.93

Creative and Performing Arts Scholarship Recipient in Dance | Dean's Scholarship Recipient

Relevant Coursework

- Business Statistics, Principles of Microeconomics, Career Search Strategies in Business, Principles of Accounting I & II, Managing People and Organizations, Introduction to Marketing, Introduction to Information Systems

WORK EXPERIENCE

Office of Career Services

College Park, Maryland

Marketing Intern

August 2022 – Present

- Design promotional and informational campaigns/graphics for OCS Instagram, Newsletters and Plasma TVs located around the Smith business school building.
- Develop marketing plans to promote the Smith Undergraduate Career Fair
- Brainstorm content creating strategies in providing Smith Students with career-related advice and opportunities.

Maryland Minza

College Park, Maryland

Director | Previous Positions: (Public Relations Chair ~ 2021-22) (Registration Chair ~ 2022-23)

April 2023 - Present

- Lead and manage a non-profit South Asian organization to host a two-day collegiate dance competition event in Maryland.
- Oversee activities and delegate tasks to 11 committees ranging from Logistics to Hospitality to Finance.
- Maintain the organization's budget records and apply for on-campus SGA grants
- Skills Developed: *Leadership, Event Management, Communication, Logistical Planning*

Victoria Secret's PINK

College Park, Maryland

Community Outreach, Campus Team Member

September 2022 – January 2023

- Reached out to local and national brands to develop partnership opportunities for the events held at University of Maryland campus by the Pink Maryland Campus Team.
- Assisted in planning and setting up our Pink Hygiene Drive in collaboration with *I Support the Girls* (a non-profit organization aimed at providing women experiencing homelessness with essential products.) Garnered more than three partnerships from local vendors and national brands.

Company E Dance

College Park, Maryland

Social Media Marketing Intern

June 2022 – September 2022

- Brainstormed and created weekly social media content plans geared towards overall marketing of the company and upcoming events.
- Used Facebook Creator Tools to schedule posts through Instagram and Facebook in advance.
- Designed content thumbnails through Canva with understanding of the company brand aesthetic

University of Maryland Honors Humanities Keystone Project

College Park, Maryland

Odiaesthetics | Instagram & TikTok: @odiaesthetics

December 2022 - Present

- Design digital art graphics through Procreate software highlighting Odia (East Indian) culture and arts to the Odia diaspora around the world.
- Create merch-based designs to promote the culture on Western streetwear.
- Developed a social media community on Instagram and TikTok creating entertainment content and designs to connect with the Odia diaspora globally.

Personal Brand

Social Media Content Creator (@debanshii)

February 2021 – Present Day

- Established a personal social media platform on TikTok with over 9k followers and 800k + total likes.
- Create entertaining content geared towards the South Asian diaspora
- Expanded digital reach and got featured on SouthAsianProduction (over 45k followers) on Instagram in May 2021
- Consistently receive high engagement rates amongst users on all TikTok videos.

SKILLS

Computer: Procreate, Adobe Premiere Elements, Canva Pro, Splice Video Editor, Audacity, WordPress

Languages: Proficient in English, Odia, and Hindi