

Vaibhavi Hemasundar

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Education

Northwestern University, Medill School of Journalism, Media, Integrated Marketing Communications | Evanston, IL

Bachelor of Science in Journalism, June 2023

Double major in English Literature

Work Experience

Generative AI Associate | Innodata | Apr. 2024-Present | Remote

Wrote **20-45 descriptive captions per day** to train a Generative AI model in producing photo and video captions.
Met an average job time of **6 min 40 sec per caption**.

Pet Sitter | Apr. 2023-Present | Chicago, IL

Petsat for **15 households**. Earned a **5-star average rating** on Rover.

Content Developer | Minerva | Apr. 2023-Apr. 2024 | Remote

In a **turnaround of two days**, created the prototype website for the startup Minerva which was presented at semifinals in the **Notre Dame Social Venture Business Plan Competition** and helped secure a **\$10,000** software subscription for IP and patent help.

Junior Strategic Planner | Northwestern University Medill IMC Department | Sept. 2019-June 2023 | Evanston, IL

Helped kickstart the IMC Thought Leaders project. Created video content and social media posts which contributed to a **153% increase in LinkedIn followers** and an **increase in 1513 Instagram followers**.

Editorial Contributor | Local Profile Magazine | June 2018-May 2022 | Plano, TX

Published **87 articles**, including **6 print stories**.

Related Experience

Podcast Co-Host | Coffee with C&V | May 2022-June 2023 | Evanston, IL

Earned a spot in the **top 10 podcasts of 42 listeners** and **top 10% most shared globally**.

Writer and Editor | STITCH Magazine | Mar. 2020-Mar. 2023 | Evanston, IL

Authored a piece about former **Vogue Fashion News Editor, Sarah Spellings**.

Was promoted to Digital Managing Editor in Mar. 2021. **Edited 50 articles** for publication to STITCH's digital platform.

Became Print Managing Editor in Mar. 2022. **Oversaw the publication of 22 longform articles** across **3 print issues** and **onboarded 20 new editorial members**.

Skills

French - Proficient in Speaking, Reading, Writing

Microsoft 365

G-Suite

Adobe Creative Cloud - Photoshop, Illustrator, Audition