

INDIRA MIDHA

I help purpose-driven brands
and businesses say exactly what
they want to say online, exactly
how they want to say it.

EDUCATION

UNIVERSITY OF ILLINOIS
Bachelor of Science in Advertising
President's Award Recipient
Alpha Delta Sigma Honor Society Member
Urbana-Champaign, IL / 2016 - 2020

LANGUAGES

English (*native*)
Spanish (*native*)
French (*basic proficiency*)

GUEST LECTURING

UNIVERSITY OF ILLINOIS
For Advertising Professors Allison Vance,
Shachar Meron + August Schiess
Urbana-Champaign, IL / 2021 - Present

UNIVERSITY OF MIAMI
For Strategic Communication
Professor Regina Ahn
Coral Gables, FL / 2021 - Present

WORK EXPERIENCE

FREELANCE

Copywriter + Creative Strategist / OCT 2023 - Present

- Focus: Copywriting, copyediting, content writing + social media strategy

VERA CREATIVE CHICAGO

Freelance Bilingual Copywriter / MAR 2022 - Present

- Focus: Social media, website + public relations
- Accounts: Chicago Early Learning, La Collective, Chicago Puerto Rican Festival

FCB CHICAGO

Copywriter / JUL 2022 - OCT 2023

- Focus: Conceptual + commerce
- Accounts: Barilla, Jack Daniel's, Xfinity, Hoka, Cox Communications, Anheuser Busch InBev, New Biz

OGILVY CHICAGO

Copywriter / JUN 2021 - JUL 2022

- Focus: Conceptual, social media + website
- Accounts: SC Johnson (Mrs. Meyer's, Glade, FamilyGuard), City of Chicago, Raised & Rooted, Absolut Vodka

WEBER SHANDWICK DC

Jr. Copywriter, Copywriting Intern / OCT 2020 - JUN 2021

- Focus: Social media + B2B comms
- Accounts: US Postal Service, TIAA, Center for Disease Control, National Educators Association, Huntington Ingalls

PREVIOUS INTERNSHIPS

- Area 23 (An FCB Health Agency)
- Iris Chicago
- University of Illinois Public Affairs Department
- University of Illinois Study Abroad Office

PUBLICATIONS

THREE HALVES / JUL 2023
Collection of poems and essays