

MITALI MODI

CONTACT

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EDUCATION

California State University, Long Beach
BA in Film and Television Production
2011-2015 | *magna cum laude*

The Second City Hollywood
Improv and Sketch Conservatory
2012-2014

SKILLS

- Integrated Campaign Strategy
- Social Media Management
- Content Development
- Influencer & Talent Partnerships
- Rapid Response Storytelling
- Client Relationship Management
- Team Leadership & Staff Development
- Workflow Optimization
- Event Planning & Talent Wrangling
- Performance Metrics & KPI Analysis
- Adobe Creative Suite
- Canva | Google Suite | Slack
- SLR Photography | Photo & Video Editing
- Acting & Voiceover [SAG-AFTRA]

EVENT PRODUCTION

- Bloomberg UNGA Earthshot Summit
- Veep x America Votes
- Seinfeld x Texas Dems
- Elf x Georgia Dems
- Suits x Georgia Dems
- Drag for Democracy x Maya for Mayor
- APAHM Unity Summit with Vice President Kamala Harris and Secretary Hillary Clinton

PROFESSIONAL EXPERIENCE

COURIER Newsroom

JUL 2025-PRESENT

National Opinion Editor

- Published COURIER's suite of newsletters, generating 12.6% audience growth in 8 months
- Broke several major breaking news stories pertaining to the Epstein Files
- Tested multiple promotional tactics that quadrupled paid subscriptions on Substack
- Streamlined the content strategy for the national team's written and video op-ed program
- Captured event footage and conducted several in-person interviews for vertical video usage
- Partnered with multiple high profile electeds on direct-to-camera op-eds and Substack Lives

Harris for President

AUG 2024-NOV 2024

Deputy Director for Content, Pennsylvania

- Managed the content vertical for @KamalaforPA, overseeing a team of 7 staffers + volunteers
- Created a high-intensity content approval system, allowing Team PA to average more posts daily than all the other battleground states combined
- Produced content that drew 607K FB views, 4.3M IG impressions, and 23.2M TW impressions
- Delivered a cross-platform digital content strategy in alignment with the campaign's core strategic imperatives and rapid response priorities
- Provided robust video/photo coverage of campaign events with Vice President Harris and other principals, electeds, and celebrity surrogates
- Developed concepts and recorded vertical video with key surrogates including Maya Harris, Gavin Newsom, America Ferrera, and Lin-Manuel Miranda

Authentic Campaigns

JUL 2022-JUL 2024

Managing Strategist

- Fostered relationships and developed social media strategies with high profile social media clients ranging from Senate, House, and mayoral candidates to national nonprofits
- Built marketing materials, presentation decks, and pitch plans for potential + existing clients
- Led the Organic Content team to consistently exceed performance metrics across platforms

Collective Impact

AUG 2020-JUL 2022

Manager, Campaigns and Events

- Led political digital strategy for Julia Louis-Dreyfus and five other celebrity clients
- Raised over \$10M for Democratic causes by relationally organizing celebrities and influencers, creating unique content tailored to each individual voice
- Collaborated with A-List celebrity talent to record videos, attend events, create social media posts, and sign emails for candidates and organizational partners
- Leveraged Twitter, Instagram, and Facebook to disseminate fundraising links and key voting information en masse
- Managed and supported two associates to become the highest performing team at the firm
- Spearheaded Maya Wiley for Mayor's influencer engagement program

Kamala Harris for the People

MAY 2019-DEC 2019

Volunteer Leader

- Launched "Podcast for the People 2020" on Soundcloud, Spotify, and Apple Podcasts
- Created digital content and talking points for Twitter, Facebook, and Instagram
- Selected to serve on New York State Leadership team to assist with delegate slating
- Hosted the campaign's largest debate watch parties in the country
- Text banked with New Hampshire, South Carolina, and Nevada voters using ThruText

The Suite Project

AUG 2018-NOV 2019

Community Manager

- Curated & executed large-scale networking events in Manhattan coworking space
- Created partnership program and signed contracts with several large companies, including Crunch Fitness and Roadway Moving
- Managed vendor accounts and budgets
- Served as liaison between 175+ members and upper management
- Facilitated relationship with Hangar Studios to launch an in-house recording studio

Additional experience available upon request.