

# Minal Gandhi

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## PROFESSIONAL SUMMARY

As a journalist for seven years, Minal worked as a writer, editor and page designer at various newspapers and magazines. But despite her love for daily journalism, she transitioned into the corporate world to broaden her knowledge and opportunity. Now at Wells Fargo Advisors, she lends her editorial expertise to internal communications while mastering project management and communication strategy. A leader at heart, Minal graduated in 2008 from the Maynard Media Academy at Harvard University. The training program taught select journalists principles of effective management, an area that Minal hopes to enter someday. Aside from her full-time job, Minal freelances as a writer, copywriter and editor.

## WORK EXPERIENCE

### **Communications Consultant**

*Wells Fargo Advisors – St. Louis*

*6/08 – Present*

- Write, edit and distribute intranet bulletins, emails, articles and bios for internal communication vehicles.
- Oversee the production and delivery of three to five weekly electronic newsletters.
- Devise communication plans and strategy for departments seeking to deliver messages to financial advisors and team members in the field.
- Craft and/or edit copy for client mailings for tax reporting and operations departments.
- Manage various communications projects and drip campaigns.

### **Assistant National/Foreign Editor**

*St. Louis Post-Dispatch – St. Louis*

*9/06 – 06/08*

- Selected breaking, pertinent and interesting stories for the A-section from news wire services.
- Pitched top news of day for A1 at news meeting and booked A-section pages.
- Edited wire and in-house copy for clarity, grammar, house and AP style, and trimmed to fit in space allotted.
- Collaborated with page designers, photo editors, copy desk and news editor to ensure smooth workflow to meet deadlines.

**Various – News Editor, Page Designer, Copy/Wire Editor**

*Press-Telegram – Long Beach, Calif.*

*2/03 – 2/05 and 9/05 – 8/06*

- Managed six-person copy desk, coached employees to facilitate job growth and scheduled work shifts.
- Pitched wire stories at news meeting and selected day's most significant news to run on A1, section fronts, inside pages and Web site.
- Copy-edited stories and cutlines; wrote snappy, informative headlines and decks.
- Planned for local elections, news series and projects with department editors to produce compelling, award-winning material.
- Designed pages for news, business, sports and features sections.
- Selected complementary photos covering state, national and world news while conferring with designers and photo editors.

**Copy Editor**

*Westways magazine – Costa Mesa, Calif.*

*3/05 – 9/05*

- Edited stories following Chicago Manual of Style.
- Researched and wrote departmental pieces for different editions of the magazine.
- Offered story and design ideas during regular brainstorming meetings.

**Editorial Assistant (internship)**

*VIA magazine – San Francisco*

*9/02 – 12/02*

- Fact-checked and copy-edited freelance and in-house manuscripts.
- Compiled and wrote event listings for the calendar section in different editions.
- Aided in the research of topics written about by staff writers and editors.
- Fulfilled administrative duties.

**Copy Editor/Designer (internship)**

*Statesman Journal – Salem, Ore.*

*5/02 – 8/02*

- Edited stories and cutlines with regard to AP style and clarity, and wrote headlines and subheads.
- Designed and/or paginated newspaper's Op-Ed and Local/Mid-Valley pages.

*\*Internship awarded through Chips Quinn Scholars program*

## EDUCATION & TRAINING

*Spring 2008: Maynard Media Academy – Harvard University*

Yearlong program taught high-potential journalists skills and strategies to succeed in management roles.

*Spring 2002: Chips Quinn Scholars – Freedom Forum, Washington, D.C.*

*8/97 – 5/02: Major: Journalism – San Jose State University*

## NOTEWORTHY

- Freelance copywriter for Educational Equity Consultants; Spring 2011
- “Excellence First Award” recipient four times over at Wells Fargo Advisors; 2009
- Freelance writer for *Nirvana Woman* magazine; Summer 2004
- Society of Professional Journalists’ 2<sup>nd</sup> place Mark of Excellence Award in non-fiction magazine articles for “Price of Education” in Fall 2002 issue of *Access* magazine
- College Gold Circle Awards from the Columbia Scholastic Press Association for Spring 2002 issue of *Access* magazine
- Experienced in Content Management Systems like WordPress with basic knowledge of HTML. Proficient with Macs and PCs and applications including Microsoft Office, Outlook and QuarkXPress.

## PORTFOLIO & WRITING SAMPLES

- [minalisms.com/portfolio](http://minalisms.com/portfolio)
- [benjaminal.com](http://benjaminal.com)