

ANJALI MEHROTRA

Designer. Feminist. Activist.



KEY STRENGTHS

Team Leadership
Project Management
Event Organization and Logistics
Political Campaigns
Communication
Brand Positioning
Social Media

HARD SKILLS

Adobe CC including
InDesign
Illustrator
Photoshop

Digital campaigns on
Facebook, Twitter, Instagram

NGP/VAN

WordPress

Microsoft Excel

PORTFOLIO

AMDESIGNSTUDIO.com

Motivated solution-driven individual with twenty-five plus years of corporate, entrepreneurial and non-profit/volunteer experience. Passionate about women's rights and seeking equality through equal representation at all levels of government.

POLITICAL EXPERIENCE

President

National Organization for Women of New Jersey

Current

- Advocate on issues such as gender discrimination in the workplace and protection of reproductive rights
- Works with coalition partners to formulate and advance progressive legislation to increase access to abortion care and address period poverty in New Jersey.
- Raised the profile of NOW within New Jersey through networking, appearances and media presence

Candidate/Creative Director

Mehrotra and Montes for Council

April 2018 - November 2018

- Ran for Borough Council in Mountainside, NJ - a town which has not elected a Democrat in at least 50 years
- Made history by winning 48% of the vote
- Raised almost \$40K for local race in a small town
- Designed website, lawn signs and mail pieces used to spread the message of the campaign

Technology and Creative Director

Linda Weber for Congress

February 2017 - March 2018

- Created logo and brand identity to impart a consistent and professional look to the campaign
- Constructed and maintained official WordPress site used to raise money and deliver messaging
- Coordinated email campaigns, events and invitations through NGP

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EDUCATION

Master of Science
Information Management
Stevens Institute of Technology
Hoboken, NJ

Bachelor of Engineering
Computer Engineering
Stevens Institute of Technology
Hoboken, NJ

CERTIFICATIONS

Certificate in Diversity and
Inclusion
Cornell University
Ithaca, NY

Ready to Run®
**Center for American Women
and Politics**
New Brunswick, NJ

Certificate in Digital Design
Parsons School of Design
New York, NY

Digital Photography and
Studio Lighting
**International Center of
Photography**
New York, NY

ORGANIZATIONS

National Organization for
Women

League of Women Voters
Summit College Club/
American Association of
University Women

PROFESSIONAL EXPERIENCE

Creative Professional

AM Design Studio

Current

- Freelance as a graphic designer with extensive expertise in print and digital design
- Design materials for political campaigns in line with their core messaging - logos, yard signs, websites, walk cards, email campaigns and mail pieces
- Create logos, stationery, print collateral, posters, social media creatives and websites
- Provide design services for a variety of local and international clients, ranging from nonprofits and small businesses to major corporations

Senior Consultant/Project Manager

marchFirst

- Worked in the software consulting industry on midrange platforms for over seven years
- Collaborated with businesses to customize and optimize operations through better use of technology

VOLUNTEER POSITIONS

Racial Justice Task Force, National Organization for Women

Global Feminist Committee, National Organization for Women

Advisory Board on the Status of Minorities, Union County

Municipal Chair, **Mountainside Democratic Committee**

Union County Director, **South Asian American Caucus**, NJDSC

National Communications Team, **South Asians for Biden**

Director of Design and Technology Indian, **Indians for Biden**

Founder, **Equality Period NJ - coalition for Menstrual Equality**

PAST

President, **Union County Chapter**, National Organization for Women

President, **Governor Livingston High School PTO**