

ADVAIT RATHI

+91-8447447726 | advaitrathi.com | advaitrathi@gmail.com

EDUCATION

Michigan State University (MSU), East Lansing, MI, USA

Bachelor of Arts (B.A.), Theatre Honors

Bachelor of Science (B.S.), Psychology Honors

The Honors College; Minor in Data Science

Cumulative GPA: 4.0, Summa Cum Laude; Dean's List (all semesters)

PROFESSIONAL EXPERIENCE

ABA SPECIALIST BEHAVIOR TECHNICIAN (BT)

May 2024 - Present

Proud Moments, Manhattan, NY

- **Holistic Implementation of Behavior Plans:** Executed individualized plans managed by BCBAs, collected and analyzed data to evaluate treatment effectiveness and track client progress.
- **Championed Unprecedented Progress:** Helped the client go from 30-35 aggressive behaviors a day to 0 aggressions per day, in a matter of 6 weeks.
- **Progressed as a Family:** Equipped parents with skills to support clients at home, ensuring comprehensive family development and education.

RESIDENT ASSISTANT (RA)

Aug 2021 – Dec 2023

Residential and Hospitality Services, MSU

- **Built Inclusive Community (35 Co-RAs):** Fostered a safe and welcoming environment for first-year students, emphasizing DEI values through a total of 50 programs and initiatives.
- **Empowered Residents (200+ students):** Provided individual counseling on academic, personal, and career challenges, equipping them with problem-solving skills and goal-setting strategies.
- **Comprehensive Resident Well Being (1500+ hours):** Managed resident contact, provided access to campus resources, and addressed emergency crisis situations during on-call hours 7 pm - 7 am weekly.

MARKETING & PROMOTIONS LEAD

Aug 2023 – Dec 2023

Department of Theatre, MSU

- **Generated Compelling Content (8 press releases):** Showcased department expertise through developing independent press releases and blog posts tailored to diverse audiences.
- **Enhanced Visual Storytelling:** Conducted photoshoots with actors and designers to elevate marketing materials using Instagram Stories, Facebook Promos, AdSense, and Digital Billboards.
- **Pioneered Marketing Trends:** Led 4 projects exploring using User Generated Content (UGC) under TV trends, boosting future marketing strategies and niche market understanding by 30%.

DIRECTOR OF EVENTS

May 2020 – May 2023

International Students Association (ISA), MSU

- **Conceptualized, Orchestrated, and Delivered Engaging Events:** Led diverse events for 8,000+ international students at MSU, averaging 300+ attendees each, including keynote speaker sessions, Winter Balls, and fundraisers.
- **Managed Event Budgets with Precision:** Developed and oversaw budgets, achieving cost savings while maintaining quality and objectives.
- **Forged Strategic Partnerships:** Built strong ties with the Office of International Students (OISS), advocating for international students in financial matters, student life, and homesickness.

SKILLS & CERTIFICATIONS

- **Software Proficiency:** MS Office (advanced), Zoom & Google Suite (advanced), Instagram Impressions (advanced)
- **Data Analysis & Visualization:** RStudio (advanced), Canva (advanced), WordPress (advanced)
- **Dynamic Creative Communicator:** Actor & Magician (10+ years), DJ (2 years), Filmmaker & Photographer
- **CERTIFICATIONS:** Applied Behavior Analysis (Alison, CPD©); Addictions Counseling (IU-Bloomington©)