

# Robin Migdol

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## Experience

- Associate Director of Communications, UCLA Undergraduate Education** 2017-  
Implement marketing and communications efforts for UCLA Summer Sessions and International Education Office, including email, social media, collateral copywriting/editing, and website edits (Wordpress). Collaborate with Director of Marketing and Communications on communications strategy to increase awareness and enrollment for study abroad and Summer Sessions programs.  
Support and provide guidance for communications across the Division of Undergraduate Education, which includes 6+ departments/units.  
Hold quarterly communications workgroup meetings with communications representatives across the division to provide tutorials on communications topics.  
Write articles about the division for UCLA news sites.  
Work with graphic designer to produce collateral, flyers, graphics etc at the request of departments.
- Writer, USC Shoah Foundation – The Institute for Visual History and Education** 2013-2017  
Write daily content for USC Shoah Foundation's website, including news, events and profiles and post daily content to website using Drupal CMS. Collaborate with staff across the Institute, including international colleagues, executives and board members, to gather news and communicate strategically to the public. Compile the Institute's monthly e-newsletter.  
Host interviews with visiting scholars and staff on Facebook Live and video series "A Closer Look."  
Assist with writing annual appeal letters.  
Implement communications initiatives at major Institute events including annual Ambassadors for Humanity gala and "Auschwitz: The Past is Present" program in Poland, January 2015.
- Freelance Contributor, Voice Media Group and LA STAGE Times** 2012-2013  
Wrote movie reviews appearing in Voice Media Group's 11 alt-weekly newspapers, including *LA Weekly* and *The Village Voice*. Interviewed actors, directors and other theatre professionals for articles (and one 3-minute video piece) about Los Angeles theatre productions.
- University Communications Intern, Stanford University** 2011, 2012  
Wrote articles for the Stanford News Service, appearing on Stanford's website and email newsletter *Stanford Report*. Articles included campus news, features about Stanford programs, and interviews with Stanford faculty.
- Publicity Assistant, UC Davis Department of Theatre and Dance** 2011-2012  
Implemented department social media including Facebook and Twitter, wrote press releases and coordinated publicity efforts for department productions.
- Arts Editor, *The California Aggie*** 2010-2011  
Produced two-page weekly arts section in *The California Aggie*. Came up with story ideas, assigned stories to staff of 8-9 arts writers, edited articles, and collaborated with managing editor and layout staff. Wrote weekly column and served on *Aggie's* editorial board.
- Arts & Entertainment Editorial Intern, *Palo Alto Weekly*** 2010  
Wrote articles for *Palo Alto Weekly's* arts & entertainment and home and real estate sections.

## Education

- University of Southern California '13** 2012-2013  
M.A. Specialized Journalism-The Arts
- University of California, Davis '12** 2008- 2011  
B.A. English and Film Studies