

Initha Selvakumar

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Portfolio <https://inithaselvak.wixsite.com/portfolio>

Education

Rutgers University- New Brunswick

Bachelor of Arts in Cognitive Science and Environmental Studies, Minor in Philosophy

Sept 2022 – May 2026

GPA: 3.8/4.0

Professional Experience

Hearst TV

New York, NY

Digital Strategy Intern; Emma Bowen Fellow

June 2025 - August 2025

- Identified optimization opportunity for content release scheduling by analyzing audience engagement metrics using Comscore, Google Analytics, and Looker Enterprise data, translated to updated timing guidelines for 27+ local station managers.
- Authored articles and produced supplemental data visualizations using Datawrapper and Infogram, published across Hearst local stations including WCVB and KCRA.
- Created and published digital content across own media (websites, mobile apps) and social media platforms leveraging Adobe Creative Suite, increased site engagement and bottom of funnel conversion for target demographic (readers aged 18-30).

Haymarket Media Campaign US

New York, NY

Editorial Intern

June 2024 - August 2024

- Produced and published articles for Campaign US (500k+ readers nationally) across marketing & advertising related topics
- Selected Articles (26 articles total)**
 - **Advertisers grapple with the weight of AI's environmental impact:** Interviewed industry leaders in sustainable advertising including founders of Scope 3 and Good-Loop.
 - **Inside the International Olympic Committee's marketing playbook for Paris 2024:** Interviewed Leandro Larossa, director of marketing for the international Olympic Committee and covered IOC's campaigns.

Buffalo Field Campaign

West Yellowstone, MT

Media Intern

December 2024- January 2025

- Conducted field-based media documentation to record bison behavior in West Yellowstone, with a focus on ecological and behavioral shifts linked to rising temperatures.

Research Experience

NeuroPsychology Lab

New Brunswick, NJ

Research Assistant

March 2023- Present

- Conducted multiple regression analysis to identify population scale patterns in cognitive decline using data from the Health and Retirement Study and Chinese Health and Retirement Longitudinal Study.
 - Presented research findings at the National Academy of Neuropsychology conference (November 2025) and the International Neuropsychological Society conference (February 2025).
- Applied R and Python to analyze wearable wrist sensor data and standardized neuropsychological assessments from 150 MS patients as part of a larger research paper examining relationships between lifestyle factors, fatigue, and cognitive decline.

Sendi Lab

New Brunswick, NJ

Research Assistant

March 2023- August 2024

- Utilized R to analyze survey and organizational data, identifying correlations between organizational listening practices and behavioral outcomes.
- Conducted comprehensive literature reviews in social innovation and organizational reform, synthesizing academic research into concise, actionable summaries and infographics to improve accessibility for business and organizational stakeholders.

Student Leadership

The Daily Targum- Rutgers Student Newspaper

New Brunswick, NJ

Opinions Editor/News Editor

September 2022- May 2025

- Led team of 20+ writers to oversee daily editing, publishing, and website uploads for News and Opinions desks.
- Trained and mentored new writers in AP-style reporting, research methods, and article formatting.
- Published articles/interviews on gender bias in STEM, campus police funding, and racial inequities in medical education.

Awards & Skills

- Emma Bowen Fellow, Aresty Undergraduate Research Fellow, Paul Robeson Scholar
- **Skills:** R, SPSS, SQL, Tableau, Java, Google Analytics, Comscore, and Adobe Suite.