

SANJANA GAGRANI

STUDENT AT THE UNIVERSITY OF
TEXAS AT DALLAS
B.S. FINANCE AND ECONOMICS
MINOR: MARKETING

AWARDS AND HONORS

BRANDATHON 34 WINNER MAY 2021

Spent 48 consecutive hours developing a full rebrand of start-up company Ricki Rum.

DESIGN NATION CONFERENCE ATTENDEE APRIL 2021

CLARK SUMMER RESEARCH SCHOLAR JUNE - AUGUST 2019

Developed novel sensor technology and software at the UT Dallas Biomechanical Devices and Nanotech Laboratory,

EXPERIENCE

MARKETING STRATEGIST MAY 2021 - AUGUST 2021

RICKI RUM @RICKIRUM

Crafted marketing strategies tailored to ecommerce. Illustrated graphics and managed all social media platforms. Recruited to RR after winning Brandathon rebrand competition.

MARKETING INTERN SEPTEMBER 2021 - PRESENT

KING OF KINGS DALLAS @KINGOFKINGS DALLAS

Directed the development of all designs, social media content, and marketing presence.

GRAPHIC DESIGNER DECEMBER 2020 - PRESENT

LAST WRITERS PROGRAM

Designed and developed book covers for print manuscripts.

STUDENT COORDINATOR JUNE 2021 - PRESENT

UT DALLAS STUDENT ORGANIZATION CENTER @UTDSOC

Lead the creation of the groups' social media presence as well as its organization registration and event planning materials.

ILLUSTRATOR DECEMBER 2020 - AUGUST 2021

CITY OF CARROLLTON

Hired as an illustrator to design twelve statues to be erected around the city of Carrollton.

MARKETING STRATEGY INTERN NOVEMBER 2020 - JUNE 2021

YAZAD DASTUR

Attained critical skills in writing technical marketing briefs, developing/presenting pitch decks, and rebranding various companies.

TEAM LEADER SEPTEMBER 2021 - PRESENT

UT DALLAS STUDENT TRANSITION PROGRAMS @UTDALLASOLS

Part of the executive team that leads and organizes freshmen orientation and other student transition programs. PR/graphic design lead for all social media presence.

LAB ASSISTANT JUNE - AUGUST 2019

BIOMECHANICAL NANOTECH LAB AT UT DALLAS

Through the Clark Research Program, worked in Dr. Shalini Prasad's lab in creating a bio-sensing platform that would interface with a sweat sensor.

EXTRACURRICULARS

CREATIVE DIRECTOR, COMET MARKETING

Rebranded and revamped social media for both UT Dallas internal and external clients.

GRAPHIC DESIGNER, AMP UTD

Created graphics and layouts for the UT Dallas satirical magazine.

CO-FOUNDER, STUDENTS FOR THE EXPLORATION AND DEVELOPMENT OF SPACE

Directed social media and publicity, as well as planning/organizing volunteering, outreach efforts, and events.

CONTACT



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SKILLS

- Adobe Creative Cloud
 - Photoshop
 - InDesign
 - Illustrator
 - Premiere Pro
- Microsoft Office
- SEO/SEM
- Data Visualization

VOLUNTEERING

TUTOR

INTELLICHOICE

Tutored children in math at several Ethiopian churches.

MARKETING ANALYST

SPACEFUND

Contributed to marketing and social media efforts for the Space Venture Capital annual conference.

BRAND STRATEGIST

INTERNATIONAL SPACE SETTLEMENT DESIGN COMPETITION

Rebranded the organization by restarting their network from scratch. Developed comprehensive branding guidelines and marketing briefs for the group.

CRISIS COUNSELOR

CRISIS TEXT LINE

Volunteered as a crisis counselor and use extensive training to de-escalate people who may be in crisis.