

Marketing and Event Strategy Portfolio

Sreevidhya Ravindran

Introduction

This portfolio showcases the marketing strategies developed for NUPM, a Student Interest Group at Northeastern University. It covers the creation of brand identity, the launch of a social media presence, and the promotion of events designed to engage and upskill students. The work reflects a clear marketing voice, strategic decision-making, and a focus on measurable results.



About me

Hi, I'm Sreevidhya Ravindran, currently pursuing my Master's in Project Management at Northeastern University. I hold a Bachelor's and a Master's in Computer Science and worked for three years at Amazon as a Software Development Engineer, focusing on full-stack development and cross-functional collaboration.

Working closely with project managers sparked my interest in strategic planning and communication, which led me to pursue a formal transition into project management. I am also currently leading NUPM, a student club at NEU, which is now officially recognized as a PSPMI student club.



“

For me, marketing isn't just about getting people to show up, it's about showing value, building trust, and creating a community that people want to return to and grow with.

”

Marketing Campaign Highlights

- Project 1: JanFest Tabling and Kickoff Promo
- Project 2: LinkedIn Launch and Kickoff Event
- Project 3: Mentorship Mixer 1 (On-Campus)
- Project 4: Networking and Learning Mixer @ GitHub Office
- Project 5: JIRA Hands-On Workshop (Online)

Project 01

JanFest Tabling and Kickoff Promo

- Created club logo and brand identity during pre-establishment phase
 - Designed 3 flyers: PM Quiz, Kickoff Event, and Resource Access
 - Used swag-based quiz game to drive interaction
 - Took a Mentorship Survey to help plan our future events
-  **40+ booth visitors, 20+ quiz participants, 10+ Kickoff registrations**

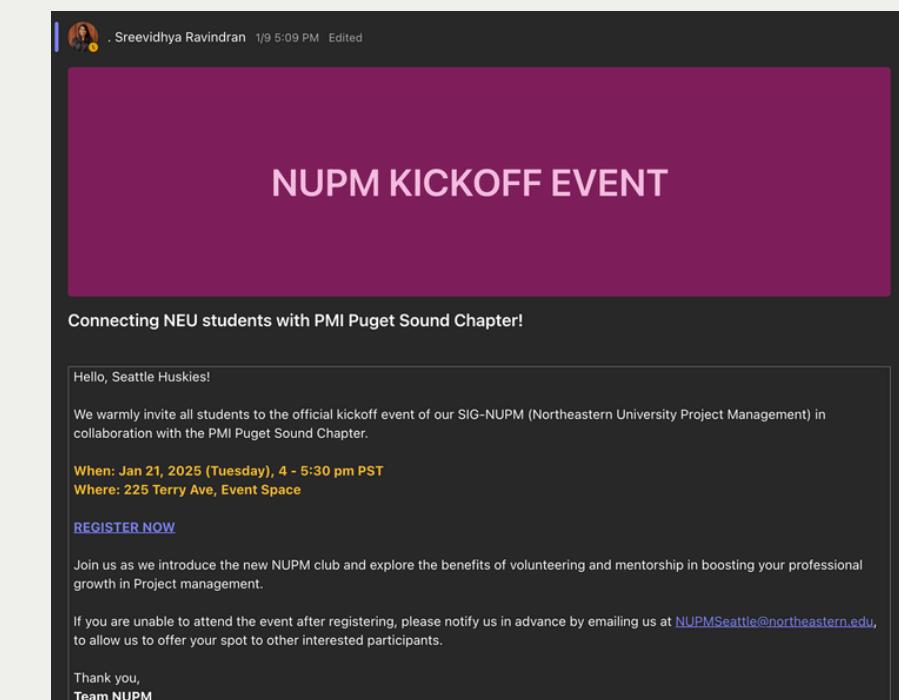
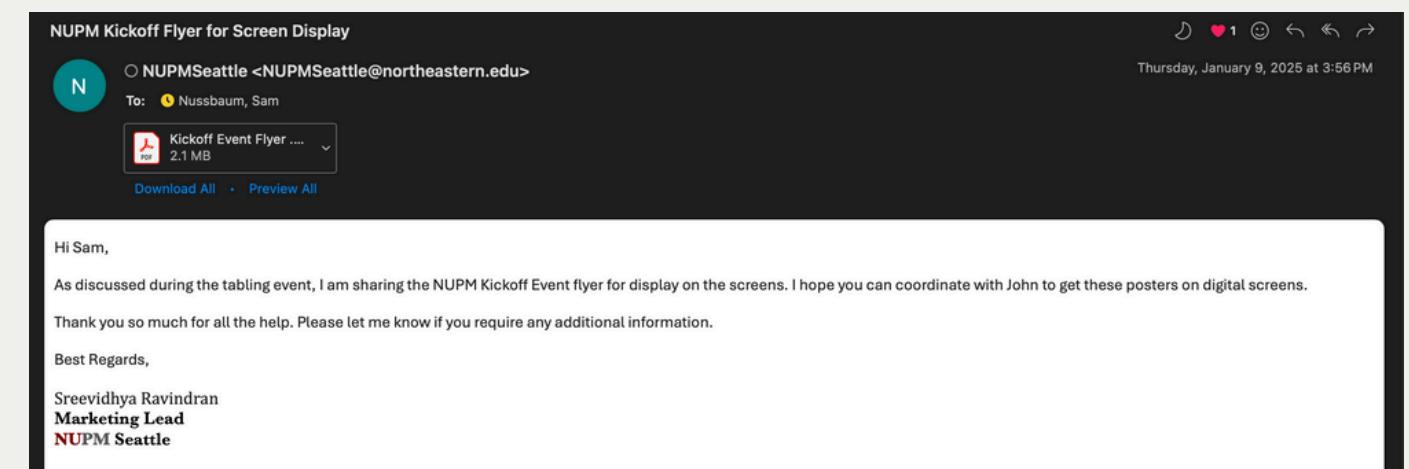


Project 02

LinkedIn Launch & Kickoff Event

- Launched LinkedIn page with branded logo, banner and club description
- Organized kickoff event with PSPMI panelists from GitHub, Microsoft, Pokemon Company
- Set tone for mentorship and volunteership vision
- Promoted QR-code signup for Teams and LinkedIn page at event
- Displayed roadmap of planned events

 **15 attendees, 10 team's channel members, students showed interest to join the club**



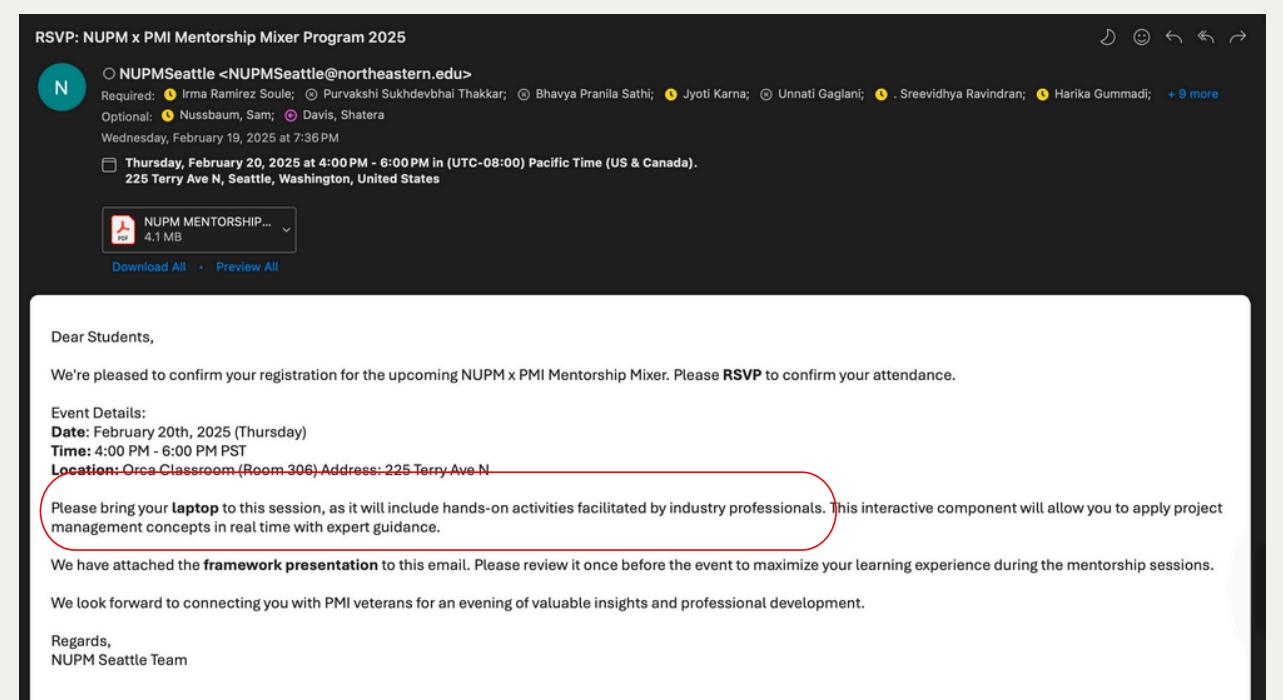
Project 03

Mentorship Mixer 1 (On Campus)

- Developed 1:4 mentor-student format using case studies and collaborate on a shared Miro board
- Kept the flyer up-to-date with details of the confirmed mentors
- Handled RSVPs, email reminders, logistics, and feedback
- Feedback: Students wanted extended 1:1 networking time

 Full attendance (20/20), strong engagement, buzz for next event

Pre-Event Promotions and Communication



Event Highlights



Post-Event Communication

NUPM Mentorship Mixer – Feedback & Miro Board Access

Monday, February 24, 2025 at 7:18 PM

To: NUPMSeattle <NUPMSeattle@northeastern.edu>
Jyoti Karna; Unnati Gaglani; Sreevidhya Ravindran; Dia Khosla; Nandini Bommireddy; Yan Zhao; Urvashidevi Vishwarajsinh Soda; Hansika Rastogi; +12 more

Dear Mentees,

Thank you for attending the NUPM Mentorship Mixer! 🎉

We hope you had a valuable experience connecting with mentors and gaining insights for your journey.

We'd love to hear your thoughts to improve future events. Please take a few minutes to fill out the [Mentorship Mixer Feedback form](#).

Additionally, you can revisit event discussions and key takeaways on the shared Miro Board.

Link to Board: [Miro Board](#)

Password: nupmmmentorshipmixer

Please feel free to reach out to us if you have any further questions or queries at NUPMSeattle@northeastern.edu.

Best Regards,

Team NUPM

Stay connected with Team NUPM for updates on future events and networking opportunities!

LinkedIn Instagram Teams

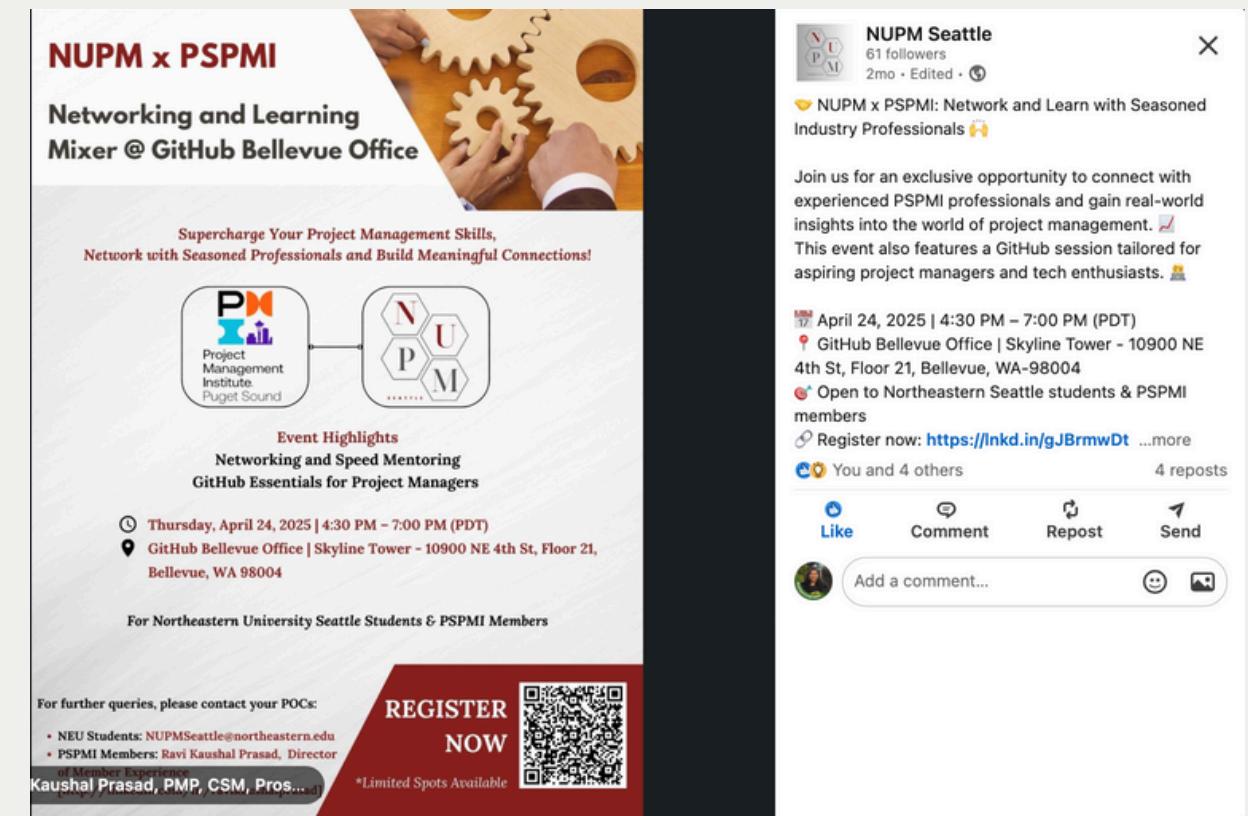
Project 04

Networking and Learning Mixer @ Github Office

- Scaled off-campus with an event hosted at the GitHub office.
- Began early marketing (1 month prior)
- Created mentor spotlight videos, countdown posts, and venue previews
- Managed waitlists, RSVP confirmations, and transportation logistics
- Included GitHub hands-on session + free GitHub package for participants

 60 attendees, LinkedIn page hit 50 followers, 5+ DM inquiries, most successful event so far!

Pre-Event Promotions



Pre-Event Planning, Promotion and Communication

A	B	C	D	E	F	G	H
Sl.	Duties	Name	POC	Notes	Status		
1	Pacing Food Order	Sriram/Sangeetha/Sree	Ravi, Sarah	Veg/Non Veg/Cheese/Gluten Free Food will be delivered to office Calculate the total to see if you can include muffins/dessert too or some drinks (juice/soda/sparkling water).			
2	Handle Food Delivery to Github Office	Sriram/Sangeetha	Ravi, Sarah	There's a circle drive out front by East West Bank. If you park there and need a cart you can call GitHub Office Manager Sarah Nguyen at 206.370.2947 and I can meet you outside with one. There's also 15 min free delivery parking in the garage off 110th Ave NE. Address: 10900 NE 4th St, Floor 21 Bellevue, WA 98004			
3	Swags for Mentors (PSPMI/NUPM?)	Sangeetha	Shatera	Fanny Bags Approved, Picked Up			
4	Combined Presentation (PSPMI/NUPM)	Ravi, Sree		Sree: Done			
5	Photography	Urvashi/Mayur	Sree	Fill Photography Request Form or Urvashi Mayur take the lead Confirmed Availability for Photography - Urvashi Mayur			
6	Handle Communication (Email/Teams) for attendees on the day of the event (for office access/location/navigation/parking)	Sree, Ravi, Sriram	Sree, Ravi	How check-in/access works in office?			
7	Countdown for Event on Social Media	Urvashi	Sree	5 Days before event as a reminder LinkedIn - one post/reel Instagram - Story (5 days)			
8	RSVP emails to Participants (Also request them to inform in case they can't attend)	Ruchika, Urvashi, Sree	Sree	We will take photos/videos, take consent Confirm attend/cancel to open spots for waitlist Laptop Mandatory as there will be a hands on session Address and Parking PPT/PDF/Text - Agenda Give a POC Number/Email/Teams Chat			
9	RSVP emails to Mentors	Ravi, Sree	Ravi	We will take photos/videos, take consent			
10	Track Waitlist and inform if slot opens up	Ruchika	Sree				
11	Feedback Form	Ruchika		Print Feedback Flyer with QR code and Place on Tables Ask Ravi: Placards/Stands for Flyer at the venue			
12	Arrange Notepad/Pens	Ravi	Wendy				
13	Mentors Onboard - Market it on Social Media	Urvashi	Sree				
14	Debrief Template	Sree, Urvashi	Ravi				
				Done, Added to Drive			

RSVP: NUPM x PSPMI Networking and Learning Mixer @ GitHub Bellevue

N  NUPMSeattle <NUPMSeattle@northeastern.edu>
To: Nandini Bommireddy; Allen Parayil; Hansika Rastogi; Urvashidevi Vishwarajsingh Sodha; Mayur Guhe; Unnati Gaglani; Apurva Sudhir Patil; + 45 more
Thursday, April 17, 2025 at 3:11PM

Thursday, April 24, 2025 at 4:30 PM - 7:00 PM in (UTC-08:00) Pacific Time (US & Canada).
GitHub Bellevue Office | Skyline Tower - 10900 NE 4th St, Floor 21, Bellevue, WA 98004

Dear All,

We are excited to welcome you to the NUPM x PSPMI Networking and Learning Mixer on Thursday, April 24, 2025, at the GitHub Bellevue Office!

Please RSVP to confirm your attendance. Your response is required to secure your spot.

◆ Note: If you are unable to attend, please notify us by EOD tomorrow Friday, April 18, 2025, so we can offer your spot to a waitlisted participant.

Event Details:
April 24, 2025 (Thursday)
4:30 PM – 7:00 PM (PDT)
GitHub Bellevue Office | Skyline Tower – 10900 NE 4th St, Floor 21, Bellevue, WA 98004

[GitHub Office Location](#)
[Directions from Bellevue Transit Center to Skyline Tower](#)

Important Notes:

- Upon entering the Skyline tower, please take the elevator directly to the 21st floor, where you will be checked into the office space. There will be event sign boards to direct you as well.
- Laptop is recommended as there will be a hands-on session on GitHub Essentials for Project Managers.
- Photos/Videos will be taken during the event for promotional and community purposes. Please inform us in advance if you do not consent.
- Parking Options Nearby:
 - Paid parking at the Skyline Tower Parking Garage
 - Bellevue City Hall Plaza Parking
 - Bellevue Square Mall South Parking
 - Macy's Parking Lot
- A detailed communication will be sent to students who require assistance commuting to the venue. The detailed event agenda will be shared with all the participants closer to the event date.

If you have any questions or concerns, please reach out to your Point of Contact:
NEU Students: NUPMSeattle@northeastern.edu

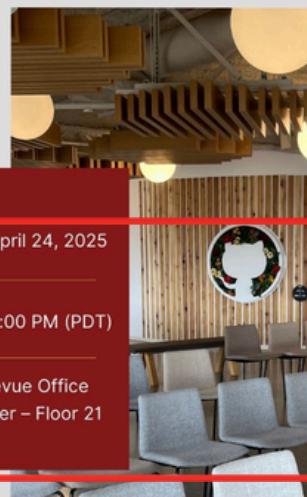
Happening Tomorrow!

NUPM X PSPMI NETWORKING MIXER

Join us for an exciting evening of **connections** and **insights!**

APRIL EVENT

Thursday, April 24, 2025
4:30 PM – 7:00 PM (PDT)
GitHub Bellevue Office
Skyline Tower – Floor 21



Like Comment Report
Add a comment...
Most relevant
Satish Matcha, PMP®, ITIL® 4... Deputy General Manager at HCLTech, Red...
Love this
Like 2 Reply 1 reply

NUPM Seattle
61 followers
1mo · 3
TOMORROW'S THE DAY! 🎉
Get ready to connect, learn, and grow at the NUPM x PSPMI Networking & Learning Mixer! 🌟
Location: GitHub Bellevue Office – Skyline Tower, 21st Floor
Date: Thursday, April 24, 2025
Time: 4:30 PM – 7:00 PM (PDT)
Expect an evening of: 🌟 Mentoring with seasoned professionals
GitHub essentials for project managers
Meaningful networking with students & industry leaders ...more
comments 1 repost

B	C	D	E	F	G	H	
NEU Students	Email	Table number	PSPMI Members	No	Name	Email	
Nandini Bommireddy	bommireddy.n@northeastern.edu	1		1	Uva Venkata Kaushik	buvkashik55@gmail.com	
Allen Sam Parayil	parayil.a@northeastern.edu	2		2	Anna Echols (Mentor)	anna.echols3@gmail.com	
Hansika Rastogi	rastogi.h@northeastern.edu	3		3	Ailsa Kiemle	apkiemle@gmail.com	
Urvashidevi Sodha	sodha.u@northeastern.edu	4		4	Kristen Fife (Mentor)	kristen.fife@mail.com	
Mayur Guhe	guhe.m@northeastern.edu	5		5	Preeti Tyagi	tyagi.pre@northeastern.edu	
Unnati Gaglani	gaglani.u@northeastern.edu	6		6	Bob Patrino (Mentor)	bob.patrino@tamazari.com	
Apurva Sudhir Patil	pattil.apur@northeastern.edu	7		7	Armora Rama (Mentor)	armorarama@thinkcyberfoundatio...	
Sreeridhya Ravindran	lnu.sre@northeastern.edu	1		8	Manisha Sharma	manishasharma94.2022@gmail.co...	
Chujie CINDY Feng	feng.ch@northeastern.edu	2		9	Satish Matcha	Satish.matcha@gmail.com	
Karmena Sai Praneetha	karmena.s@northeastern.edu	3		10	Neha Arora	partnership_projectmanager@pu...	
Lakshya Singh	singh.la@northeastern.edu	4		11	Beata Kowalczyk	socialimpact_projectmanager@pu...	
Jyoti Karna	karna.j@northeastern.edu	5		12	Tammy Le	Le.tammy979@gmail.com	
Abhishek Jami	jami.ab@northeastern.edu	6		13	Sheldon Arakaki	Sheldon.arakaki@gmail.com	
Dia Khosla	khosla.d@northeastern.edu	7		14	Sowmya Srivinas (Mentor)	Sowmya.srn@gmail.com	
Gui Zhao	zhao.gui@northeastern.edu	1		15	Bernd Schmidt (Mentor)	schmidt.bernd.dee@gmail.com	
Jasmine Chen	chen.j@northeastern.edu	2		16	Judy Nguyen	jd.nguyen@gmail.com	
Thada Manakaunisara	manakuntasara.t@northeastern.edu	3		17	Pranay Mehta	pranay.mehta75@gmail.com	
Sangeetha Rangarajan	rangarajan.san@northeastern.edu	4		18	Devin Bax	dbax195@gmail.com	
Chenyi Yin	yin.chenyi@northeastern.edu	5					
Linxiao Li	li.linx@northeastern.edu	6					
Ken Aaron Kok	kok.ken@northeastern.edu	7					
Saachi Dinesh Kotadia	kotadias.s@northeastern.edu	1					
Ruchika Tak	tak.ru@northeastern.edu	2					
Yuchen Jiang	jiang.yuchen@northeastern.edu	3					
Zhiwei Zhou	zhou.zhiwei@northeastern.edu	4					
Ziqun Liu	liu.ziqun@northeastern.edu	5					
Yun Chen Chang	chang.yun.c@northeastern.edu	6					
Ruixiu Shi	shi.ruixiu@northeastern.edu	7					
Jackline Munene	munene.j@northeastern.edu	1					
Sicheng Zhou	zhou.sicheng@northeastern.edu	2					
Yanyue Wang	Wang.Yanyue@northeastern.edu	3					

All_1 Pivot Mentors Mentor-PMArea All Wheel of fortune names Concerns Duties Commute Accepted NEU Participants No Response NEU Participants +

NUPMxPMI Event Commute Details from Downtown - Please Read Carefully

N  NUPMSeattle <NUPMSeattle@northeastern.edu>

To: Allen Parayil; Lakshya Singh; Jyoti Karna; Ziqun Liu; Yanyue Wang; Bhoomika Gururaja; Shraddha Gupte; Shivani Waskel; Co...

Screenshot 2025-04-17 11:59:23 719.2 KB

Download All · Preview All

This message is high importance.

Dear Students,

Please find below the commute details from Downtown to the GitHub Bellevue Office for the upcoming NUPM event:

Date: April 24th, 2025
Reporting Time: 3:15 pm PDT
Meeting Point: Union St & 4th Ave Bus Stop: <https://maps.app.goo.gl/mG8EUqxcrxTDZR28>

Transportation Guidelines:

Bus Route: 550 (Bellevue) from Union St & 4th Ave to Bellevue Transit Center Bay 12: <https://maps.app.goo.gl/YRT83wbr2teFmVcPA>
(Walk) Directions from Bellevue Transit Center to GitHub Office (Skyline Tower): <https://maps.app.goo.gl/LEMHTTFCEcXdW6A9>

Note: Bus Departure Time is 3:28 PM. The actual departure may vary slightly - the bus may arrive earlier or later. Kindly make sure to report to the meeting location on time and not be able to wait for anyone beyond the scheduled bus time.

Please make sure to get your ORCA card for transit access or purchase a ticket -> <https://kingcounty.gov/en/dept/metro/fares-and-payment/ways-to-pay>

If you miss this planned bus, please take the next available bus (every 10 min) from the same stop to reach the venue.

Tomorrow's the Day! Final Details for the NUPM x PSPMI Mixer 🎉

N  NUPMSeattle <NUPMSeattle@northeastern.edu>

To: Nandini Bommireddy; Allen Parayil; Hansika Rastogi; Urvashidevi Vishwarajsingh Sodha; Mayur Guhe; Unnati Gaglani; Apurva Sudhir Patil; + 45 more

Dear All,

We're just one day away from the NUPM x PSPMI Networking and Learning Mixer, and we're thrilled to welcome you.

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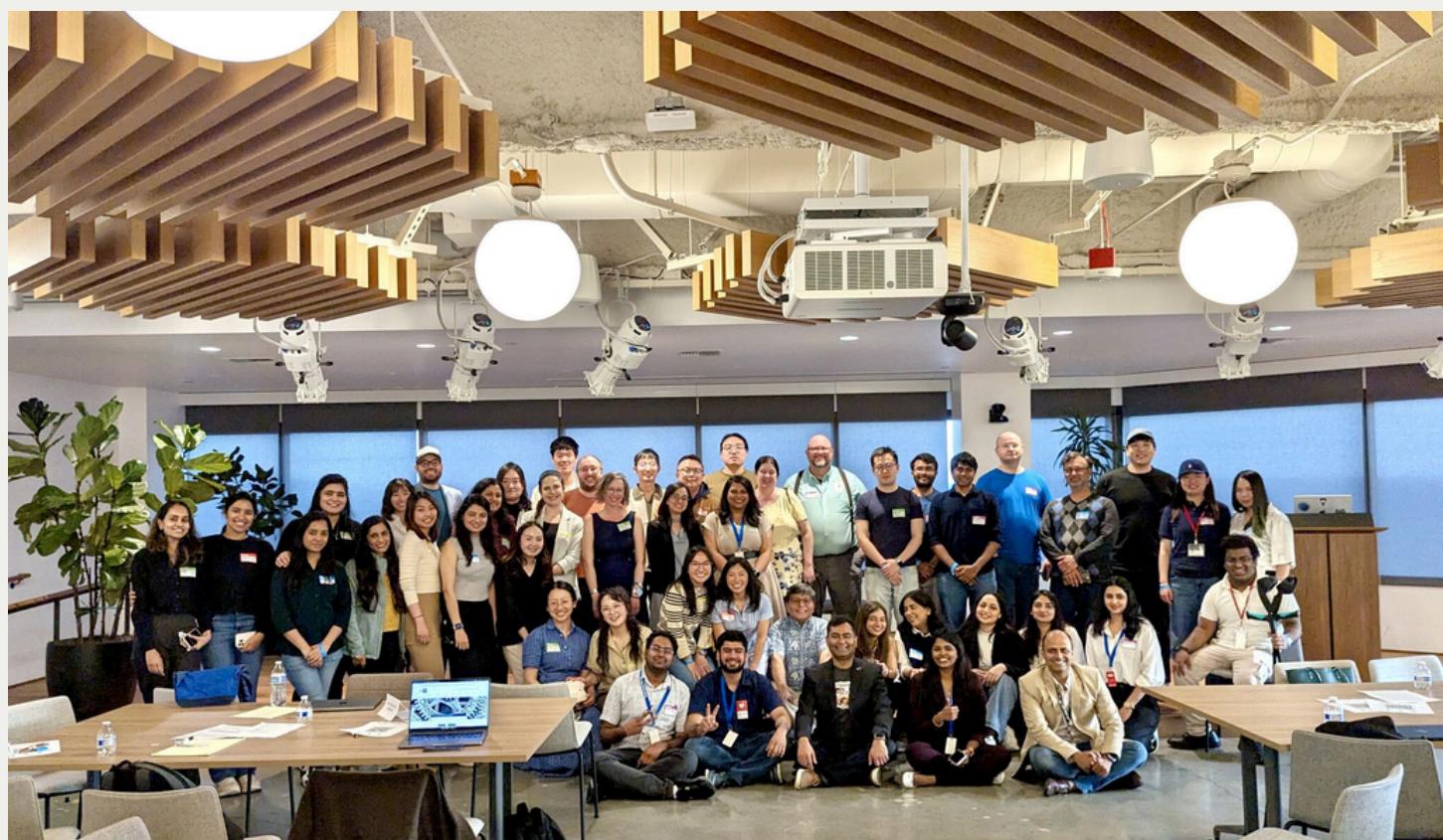
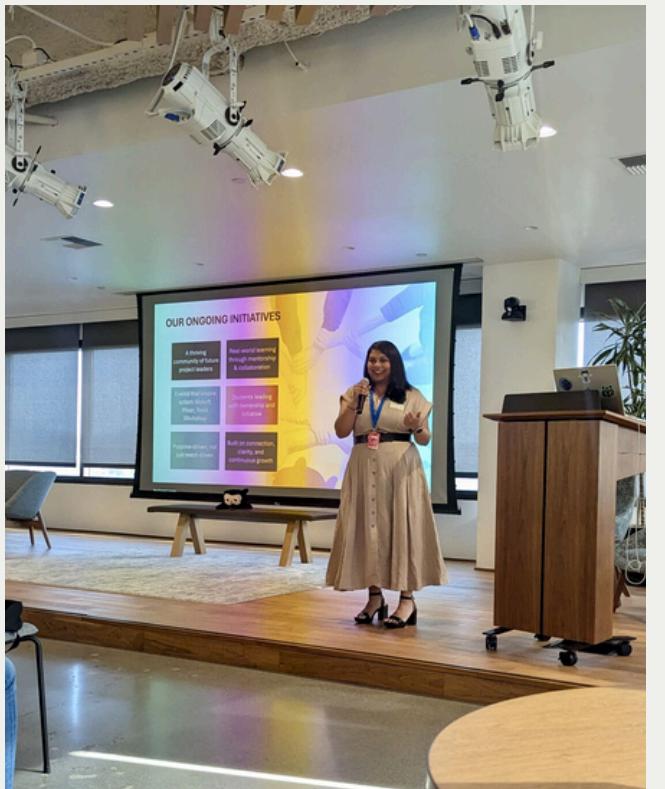
[GitHub Office Location](#)
[Directions from Bellevue Transit Center to Skyline Tower \(Walk\)](#)

Important Notes:

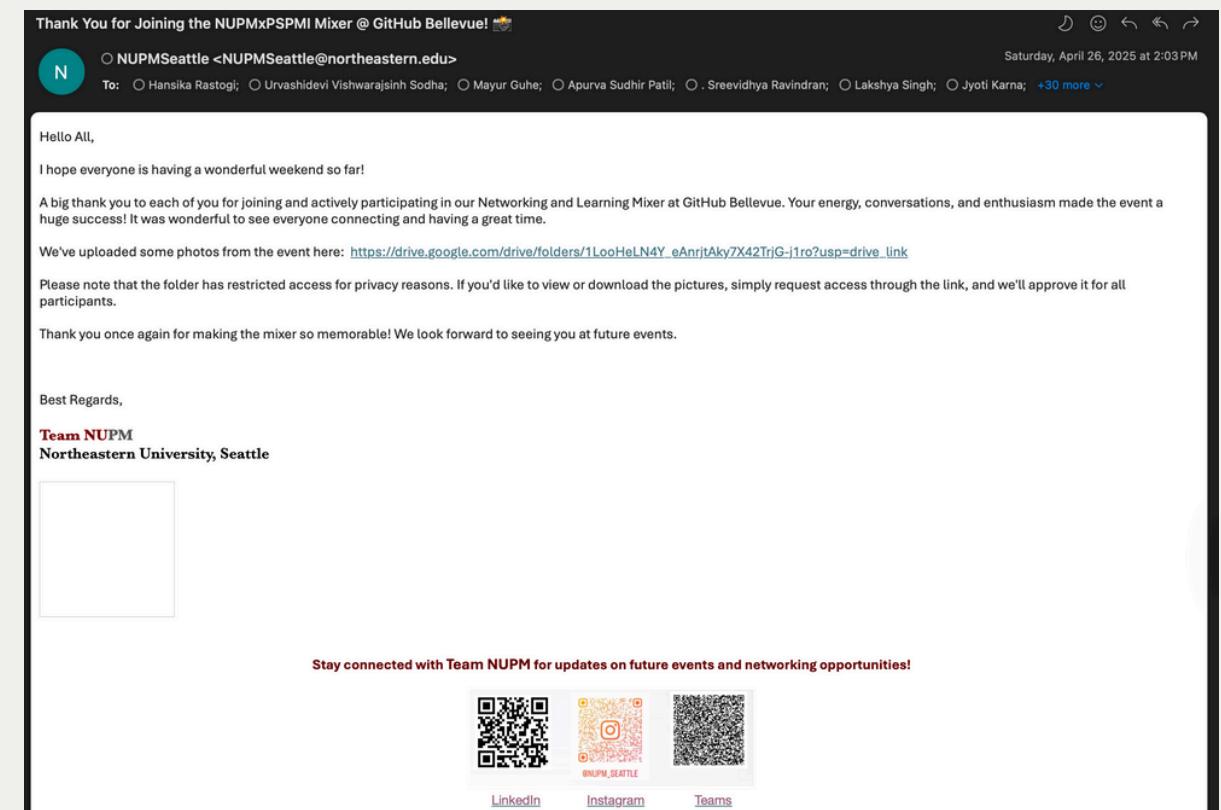
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- Laptop is recommended as there will be a hands-on session on GitHub Essentials for Project Managers.
- Photos/Videos will be taken during the event for promotional and community purposes. Please inform us in advance if you do not consent.
- Dress Code: Business casual is recommended.
- Parking Options Nearby:
 - Paid parking at the Skyline Tower Parking Garage
 - Bellevue City Hall Plaza Parking

1. Paid parking at the Skyline Tower Parking Garage
2. Bellevue City Hall Plaza Parking

Event Highlights



Post-Event Communication



Project 05

JIRA Hands-On Workshop (Online)

- Collaborated with PSPMI President for beginner-friendly JIRA session
- Used Luma for RSVPs, waitlists, and calendar integration
- Flyer clearly stated skill level to ensure right audience
- Received post-event DMs from PSPMI and external students

✓ ~30 registered, 90% turnout, highly active Q&A

Pre-Event Promotions



NUPM Online HANDS-ON JIRA WORKSHOP

Fri, May 30, 4:00 PM - 6:00 PM

Near Capacity

NUPM Online HANDS-ON JIRA WORKSH...

Blasts

Sreevidhya Ravindran May 30, 12:30 PM

Hi everyone!

This is your final reminder for the NUPM Hands-on Jira Workshop — happening today! 🎉

We're excited to learn and explore Jira t...

About Event

NUPM Online Hands-On Jira Workshop

Date: Friday, May 30, 2025

Time: 4:00 PM – 6:00 PM (PST)

Location: Online (Zoom link will be shared with confirmed participants)

Join us for an interactive, beginner-friendly workshop designed to help

Re: Jira Workshop flyer

NUPMSeattle <NUPMSeattle@northeastern.edu>

To: Nussbaum, Sam

Thursday, May 22, 2025 at 3:04 PM

Hi Sam,

I hope you rested well after the graduation ceremony! 😊

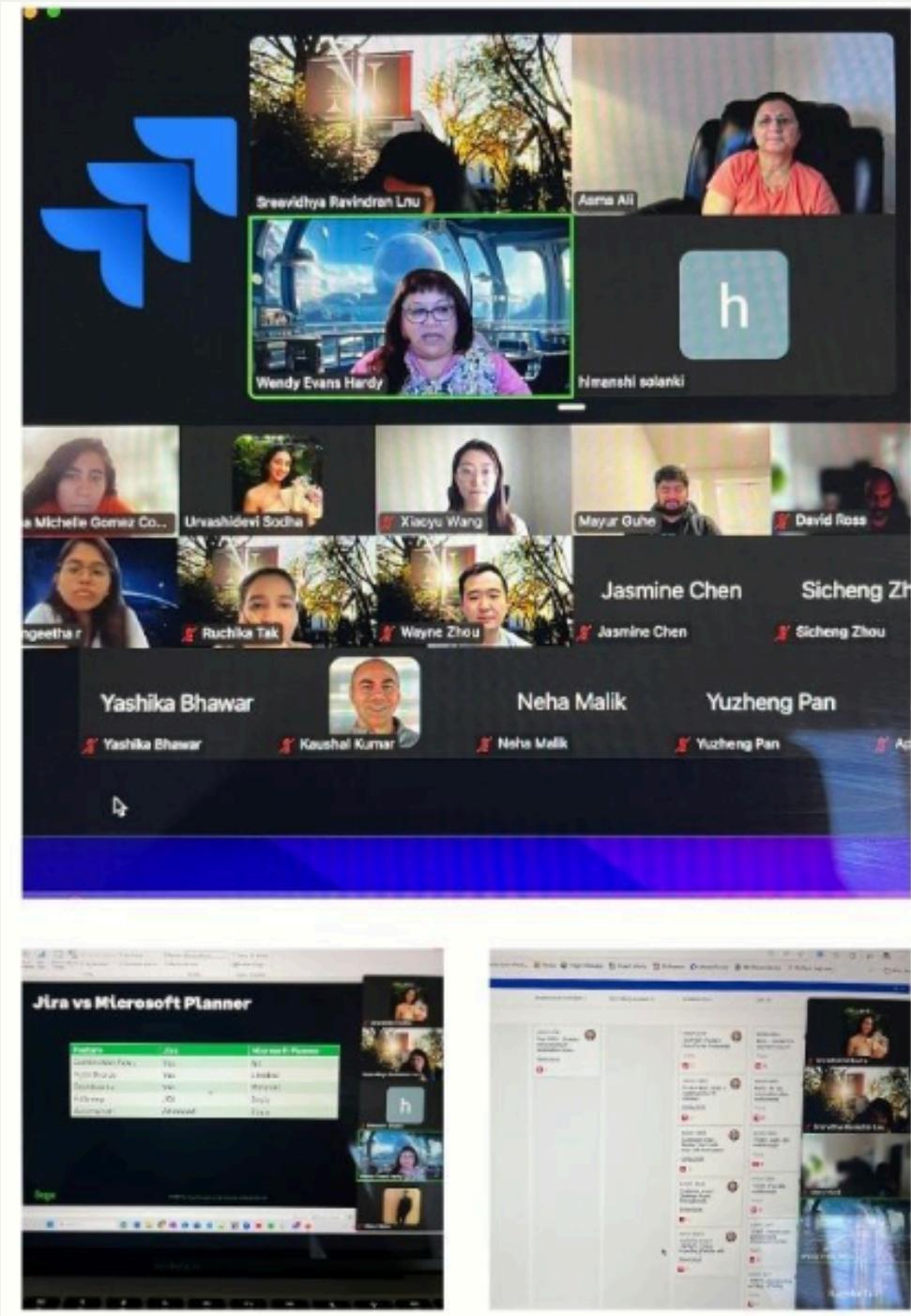
Thank you for your detailed response. Yes, the event is almost at capacity, as we posted the flyer on our LinkedIn page and teams channel. I will be meeting with the facilitator tomorrow to see if we can extend the cap. If she agrees, I will let you know about the digital screens/further promotion through the career team.

We are maintaining a waitlist just in case a spot opens up for the students. So, I will go ahead and display the flyers on campus boards. Could you help us with the Viva Engage announcement?

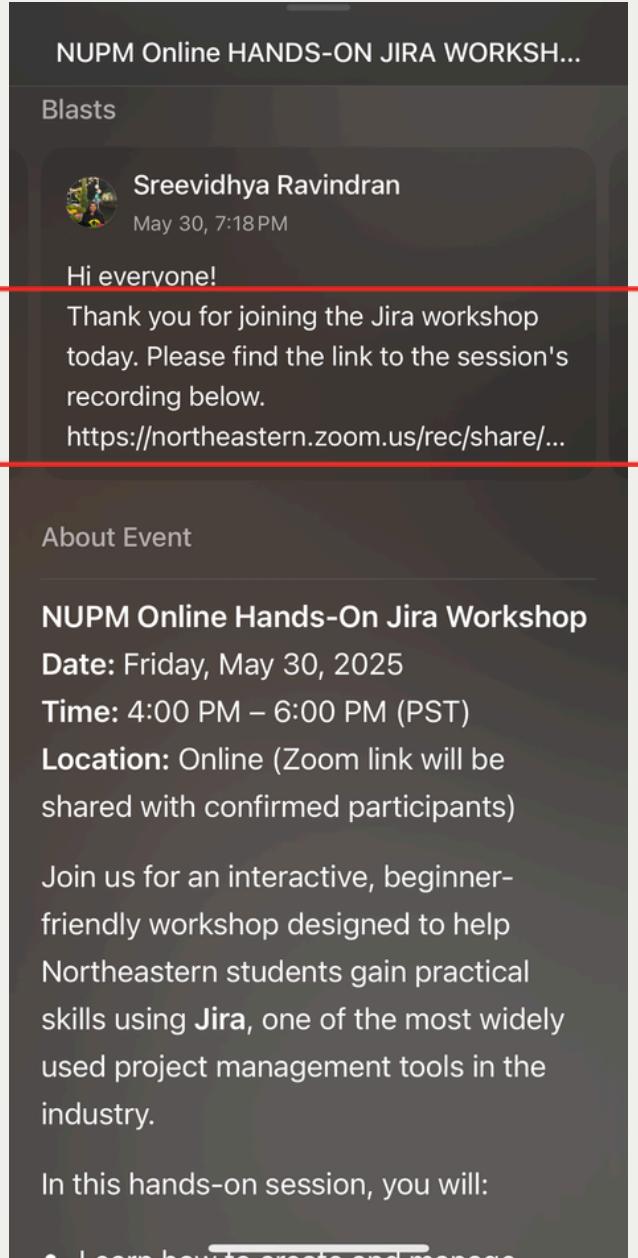
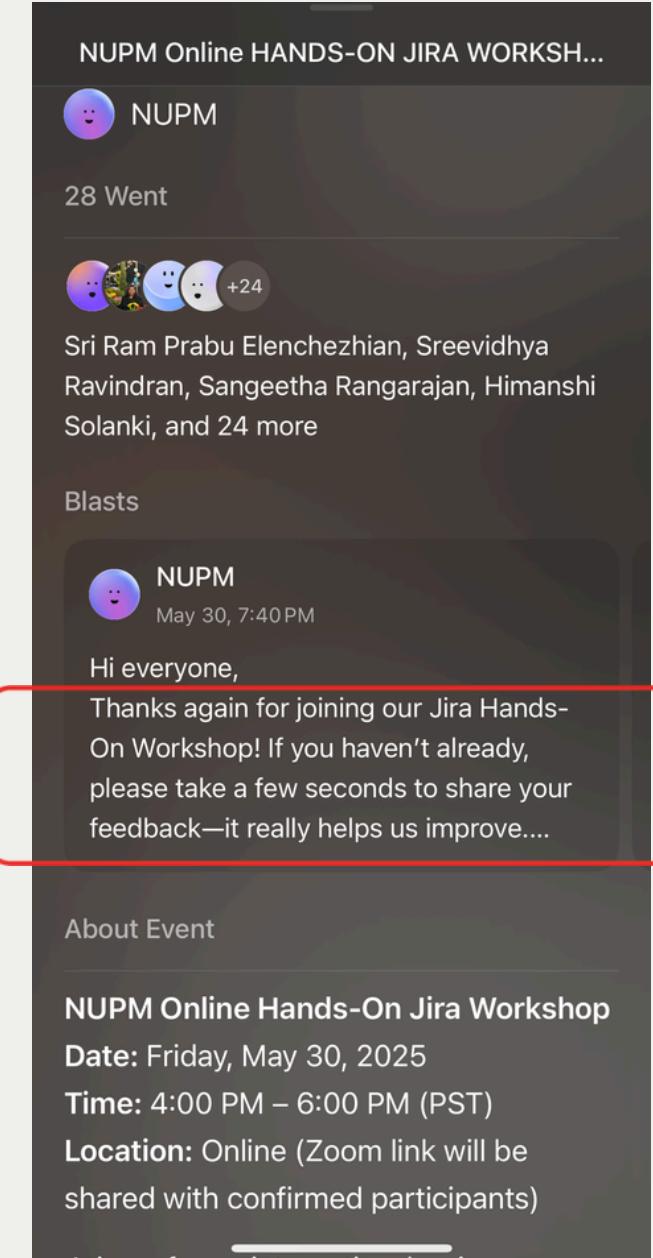
Best Regards,

Sreevidhya Ravindran
President
NUPM Seattle

Event Highlights



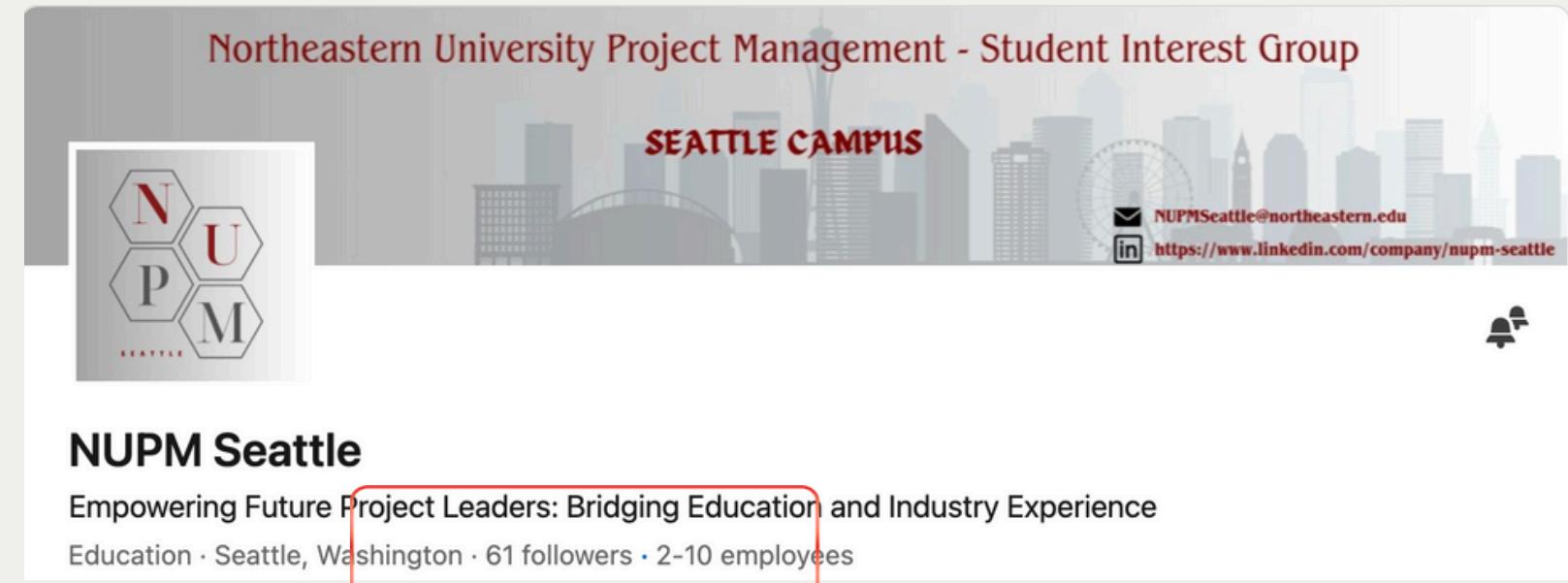
Post-Event Communication



Conclusion

Sustaining Growth Through Post-Event Strategy

- Consistently shared LinkedIn recaps with event highlights, photos, and mentor tags
- Used storytelling to build trust, credibility, and visibility beyond attendees
- Promoted the club in external events, expanding reach and recognition
- Turned one-time attendees into a loyal, engaged community



- ✓ Grew followers from 0 → 60+, sparked DM interest, and increased turnout
- ✓ Proud to represent the PSPMI student chapter in building community and industry connections.

