

Gayathri Prakash Menon

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WORK EXPERIENCE

Southwire Company

Remote

Corporate Communication Coordinator

August 2021 - Present

- Integrating communication between Corp Comm, Marketing, and Talent Acquisition teams to ensure open communication and to increase project turnaround rate.
- Leading discussions about inclusivity within the workforce and implementing more diversity in advertisements
- Interviewing Southwire employees from all different backgrounds to share stories and create a well-knit community through video communication.
- Continuing to edit 2-3 corporate-level videos each week and creating advertisements for various Southwire events (fundraiser, job fair, etc.)
- Redesigning and merging 2 Southwire affiliated websites to increase traffic and implement more user-friendly designs.

Corporate Communication Intern

February 2021 - August 2021

- Edited and finalized 2-3 corporate-level videos each week (*Adobe Premiere and Adobe After Effects*)
- Supported design projects and began to learn more about graphic design

University of Illinois- Illini Union

Champaign-Urbana, IL

Multimedia Technician

January 2020 - May 2021

- Organized and setting up light and sound equipment in an effective and timely manner

University Blood Initiative

Remote

Marketing and PR Liaison

September 2020 - February 2021

- Accelerated social media interaction by 20%
- Created content for campaigns/fundraisers by using applications (*Keela, Adobe Suite, and MailChimp*)
- Cultivated a high-performance team through flawless communication skills

PROJECTS (please check out my portfolio linked above to view all of my work.)

Medium Writer

June 2020 - present

- Write article(s) representing minority voices
- Experimenting with different forms of writing techniques

Personal YouTube channel

Jan 2019 - present

- A platform to explore a form of content creation
- Film vlogs or lifestyle videos with various equipment
- Edit footage to create a seamless and color corrected video

A Thanksgiving Selfie

Nov 2019

- [YouTube Link](#)
- A short film created in cinematography and sound design class
- Designated role of boom operator/sound mixer

- An experience that opened doors to the interest in sound in film

Snowflake on the Quad

Dec 2018

- [YouTube Link](#)
- An ad created for the College of Media at the University of Illinois- UC
- Designated role as Best Boy and GoPro Operator

EDUCATION

University of Illinois @ Urbana-Champaign

Urbana-Champaign

Bachelor of Science in Media and Cinema Studies

December 2021

Minor in Business and Public Relations

- GPA: 3.6

TECHNICAL SKILLS

- Proficiency in Adobe Premiere Pro, Adobe Lightroom, and Adobe InDesign
- Proficiency in Microsoft Suite, Google Suite, SharePoint, and Slack
- Intermediate in Adobe Photoshop and After Effect

LEADERSHIP ROLES

- College of Media Student Advisory Board Member *2019- present*
- Academic Misconduct and Capricious Grading Committee Board Member *2020- present*