

GAYATHRI MENON

PROFESSIONAL SUMMARY

Gayathri is a recent college graduate with over a year of professional work experience in corporate communications, marketing, video editing and graphic design. Gayathri is ready to move forward in her professional career and is seeking a job opportunity that is challenging, fast-paced and allows her to work in a creative field.

INFORMATION



gayathri.studio



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630-246-0313

EDUCATION

University of Illinois Urbana- Champaign

May 2018 - December 2021

GPA: 3.5

- Media and Cinema Studies
- Business
- Public Relations

SKILLS

Adobe InDesign

Adobe Premiere Pro

Microsoft Suite

Google Suite

Adobe Photoshop

Adobe After Effects

EXPERIENCE

SOUTHWIRE COMPANY

COMMUNICATIONS COORDINATOR

August 2021 - January 2022

- Integrating internal communications 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
- Editing 2-3 corporate-level videos each week and designing job fair advertisements for various Southwire events
- Redesigning and merging 2 Southwire affiliated websites to increase traffic and implement more user-friendly designs.

COMMUNICATIONS INTERN

February 2021 - August 2021

- Edited and finalized 1-2 corporate-level videos each week
- Supported design projects and began to lead talks about inclusivity and diversity in the work place.

UNIVERSITY OF ILLINOIS - ILLINI UNION

MULTIMEDIA TECHNICIAN

January 2020 - May 2021

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

UNIVERSITY BLOOD INITIATIVE

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