

Gayathri Prakash Menon
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Permanent Address:
12611 Shenandoah Trl.
Plainfield, IL 60585

Education:

University of Illinois @ Urbana-Champaign

Bachelor of Science in Media and Cinema Studies
Minor in Business, Public Relations, and Critical Film Production
○ GPA: 3.5

Urbana-Champaign
May 2022

Experience:

University Blood Initiative

Marketing and PR Liaison

Remote

Sept 2020- present

- Working with a team to brainstorm marketing strategies (such as SEO tactics)
- Creating campaigns/fundraisers, conducting coverage scans, and drafting press releases
- Conducting research and transcribing interviews

University of Illinois- Illini Union

Multimedia Tech

Champaign, IL

Jan 2020- present

- Working with sound equipment, light equipment, and projectors
- Working with clients in a respectful manner and show clients how to work with equipment
- Working quickly and efficiently to ensure all events are set up in a timely manner

Family Travel with Colleen Kelly

Intern Writer

Chicago, IL

May 2015-Aug 2015

- Wrote and edited articles for online website
- Copy edited various forms of content for online website
- Did research on topics related to traveling

Projects:

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

- 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

- An ad created for the College of Media at the University of Illinois- UC
- Designated role as Best Boy and GoPro Operator

Technical Skill

- Proficiency in Adobe Premiere Pro, Adobe Lightroom, and Adobe InDesign
- Proficiency in Microsoft Suite and Google Suite
- 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*