

Gayathri Menon

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EDUCATION

University of Illinois at Urbana-Champaign
Bachelor of Science in Media and Cinema Studies
Minor in Business and Public Relations (GPA: 3.5)

Urbana-Champaign, IL
Aug 2018 - Dec 2021

SKILLS & INTERESTS

Skills: Adobe Suite (InDesign, Premiere Pro, After Effects, Illustrator) | Microsoft Office Suite (Excel, PowerPoint) | Google Suite (Docs, Spreadsheet) | Figma | AirTable | MailChimp | Keela | Google Analytics | Facebook | YouTube | comScore | Nielsen | Hubspot

Interests: Advertising, Communications, Public Relations, Marketing & Operations, Analytics

WORK EXPERIENCE

Southwire Company

Remote

Communications Coordinator

Aug 2021 – Jan 2022

- Orchestrated a redesign of 2 Southwire affiliated websites to increase traffic by 13%
- Boosted employee viewership rate by 15% and created 2-3 corporate-level videos each week
- Designed 5-7 recruiting event deliverables a week and increased attendance rate by 9%
- Established cross-functional comm. between 3 department, conducted one-on-one meetings to ensure seamless communication is present

Communications Intern

Feb 2021 – Aug 2021

- Edited and finalized 1-2 corporate level videos each week

University Blood Initiative

Remote

Marketing and PR Liaison

Sept 2020 - Feb 2021

- Managed all social media channels, integrated paid social and managed pricing, analyzed media habits and industry trends, increased following by 21%, and accelerated media engagement by 13%
- Performed end-to-end campaign management, developed media plan recommendations, lead day-to-day plans and revised as necessary

PROJECTS (referenced in portfolio)

Mock Plansbook for Smart Sweets

Media Strategist

May 2021

- Built a plansbook with market research and media planning, established strategic framework, analyzed data to understand target audience and geography, included media optimizations goals
- Compiled and analyzed data to evaluate marketing strategies and created a competitive analysis

Mock Public Relations Plan

Campaign Planner

May 2021

- Planned a campaign launch with analyses of publics, key metrics, and client recommendations
- Included sample press release, talking points, fact sheets, media pitches, and mock advertisements

LEADERSHIP

- College of Media Student Advisory Board Member *2019-2021*
- Academic Misconduct and Capricious Grading Committee Board Member *2020-2021*